

AMERICAN NURSERYMAN

Editor
The Nurseryman's Forte: To Make America More Beautiful and Fruitful

MARCH 15, 1957

Serial Dept.

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CONTENTS

Pennsylvanians Meet at Philadelphia	7
By Vincent Vuoto	
Pennsylvania Panels	8
By Vincent Vuoto	
Uses of the Mountain Laurel	9
By Clarence E. Lewis	
Midwest Shade Tree Group Hears Talks	11
By Noel Wysong	
British Columbia Elects	12
By Val B. Johnson	
Research and Retailing at Lake County Meeting	13
By Marie Brandstaetter	
Cuyahoga County Report	14
By Fred K. Buscher	
Panels Highlight Nurserymen's Day	15
Madison Group Active	16
Better Business Management	17
Reported by Kenneth A. Bradley	
Special Sessions at Corvallis	18
By Charles H. Potter	
Research in the Northeast on Marketing Ornamentals	48
By Lawrence A. Dougherty	
Garden Store Design and Management	60
Reported by Preston L. Taylor	
Plant Notes Here and There	84
By C. W. Wood	
Landscape Design and Modern Architecture	98
By Harold Perkins	
Borers and Their Control	140
By Donald L. Schuder	
Editorial	6
—Hidden Labor Costs	6
—Let the Public Know	6
—Largest Yet	6
—Trade Identification	6
Coming Events	20
—Florida Chooses Site	20
—California Course	20
—South Florida Course	20
—Louisiana Date Set	24
Indiana Rose Festival	24
Cover Illustration	28
—Zelkova Serrata	28
Obituary	34
—Ray Allen Mayo	34
—Charles W. Fullgraff	34
—Albert Heinlen	34
—Oluf Thomsen	34
East New York Leaders	47
Expand New York Courses	58
Letters from Readers	66
—Protest Michigan Plan	66
—Salt in Plant Growth	66
—Direct Mail Success	68
This Business of Ours	70
—The Winter	70
Southwestern News	96
Upper Peninsula Group	105
California Association of Nurserymen	108
—Inland Empire Chapter	108
—Kern County Chapter	108
—Tri-Chapter Meeting	108
—San Joaquin Chapter	109
Armstrong Research	110
Oregon Directors Meet	111
Oregon Notes	112
Group Honors Holmason	112
New Buyer's Guide	131
Chemical Fertilizers	132
Book Reviews	137
—"Plant Propagation"	137
Soils and Fertilizers	138
—"ABC of Orchid Growing"	138
Flower Histories	139
Roadside Marketing	139
—Garden Comments	139
Nursery Costs	145
Income Tax Savings	147
Advertising Check List	149
Trade Practice Rules	154
Perennial Banking	157
Taxes Group Meets	159
Survey of Production	160

INDEX TO ADVERTISERS

Alanwold Nursery	40-48	Farley Fences, Inc.	148	Martin Co., Inc., Joseph F.	78
Allen Co.	153	Felting Tying Machine Co.	134	Matthews Nursery	80
Allenore Nursery	78	Fern Hawaii Co.	157	Maywood Rose Nursery	110
American Agricultural Chemical Co.	161	Fike Nurseries	100	McCurdy Bros. Nurseries	78
American Bulk Co.	24-158	Floc-Flit Engineering Design	142	McGill & Son, Al.	113
American-Dutch Trading Co., Inc.	153	Floral Gardens Nursery	86	McIninch Greenhouses	92
American Landscape School	141	Florists Mutual Insurance Co.	144	McIntyre Nursery, Robert	97
Ammon, A. G.	68	Flowerpot Nursery	101	McKenzie Mfg. Co., F. A.	130
Angelica Nurseries	68	Forest Nursery Co., Inc.	49	Meehan & Sons, Thomas	139
Anthony Lake Nursery, Inc.	103	Foster Nursery Co., Inc.	64	Menne-Pot, Inc.	145
Aquatrols Corp. of America	149	Fraser Nurseries, Inc.	101	Merck & Co., Inc.	36-37
Armitrout's Evergreen Nursery	94	Fraser Nursery, Samuel	64	Merry Mfg. Co.	152
Arp Nursery Co.	103	Fulkerson Landscaping, Earl	70	Metropolitan Greenhouse Mfg. Corp.	159
Atkin's Sons, L.	140	Fuller Mfg. Co.	161	Michigan Nurseries, Inc.	70
Bagatelle Nursery	58	Garden Shop, Inc.	130	Midwest Mfg. Co.	136
Bailey Nurseries, J. V.	88	Garden Supply Sales Corp.	135	Milton Nursery Co.	111
Ball, Inc., Geo. J.	150	Gardner's Nurseries	34	Mist-O-Gafion, Inc.	156
Bartlett Mfg. Co.	142	Gates Rubber Co.	22-23	Mitsch Nursery	110
Bean Div., John	136	Geiger Co., E. C.	144	Molnar Nurseries	94
Beardslee Nursery	68-72-84-92	Geigay Chemical Corp.	129	Monarch Shingle Co.	138
Beck's Zoysia Co.	76	Gilson Gardens	70-72-92	Monrovia Nursery Co.	82-83-108
Benson-MacLean	136	Giard Bros. Nursery	92	Moran, E. C.	111
Bentley's Hardy Plant Berryhill Nursery Co.	136	Gladsgay Gardens Nursery	100	Morning Star Nursery	55
Bird & Son, Inc.	25	Glen Saint Mary Nurseries Co.	99	Mount Arbor Nurseries	2
Blackwell Nurseries	99	Golf and Lawn Grass Nurseries	107	Mount Hood Nursery	111
Bobbinbok Nurseries, Inc.	58	Gorton's Nursery	54	Mulco Products, Inc.	131
Borden Co.	75	Gravely Tractors, Inc.	148	Murglas Corp.	64
Bosley Nursery	72	Gresham's Nursery	98	Musser Forests, Inc.	42-43
Boulevard Nurseries	54	Growers Exchange, Inc.	80	National Bundle Tyer Co.	158
Boyd Nursery Co., Inc.	77	Growers Sign Service	133	National Landscape Institute	157
Braden, K. J.	99	Gulf Stream Nursery, Inc.	100	National Rain Bird Sales & Engineering Corp.	159
Brookdale-Kingsway, Ltd.	104	Half Moon Mfg. & Trading Co.	157	Native American Holly Farm.	68
Brookfield Gardens	66	Halpern Bros.	154	Natop Co., W. A.	91
Brookville Nurseries	60	Hansen Bros. Nurseries, Inc.	64	Naugler Nursery	26-27
Brouwer's Nurseries	60	Hartigan, Philip	143	Nekoosa-Edwards Paper Co.	76
Brown Bros. Co.	68	Hawkersmith & Sons Nursery	61	Nepco Lake Nursery	76
Bruce Nurseries	97	Heart of Missouri Poultry Farm	144	Neumann Bros.	93
Bryan's Nurseries	84	Heller Greenhouse Laboratories	151	New Amsterdam Import Co.	154
Buddies Nursery	48	Henderson, Inc., Alec	138	New Jersey Farm Supply Coop. Assn.	160
Bulky's Nurseries	54	Herbst Bros. Seedsmen, Inc.	1	Newport Nursery Co.	92
Bunting's Nurseries	56	Hess' Nurseries	58	New Yorker Bag & Burlap Co.	154
Burr & Co., Inc., C. R.	28	Hill Nursery Co., D.	164	Niagara Chemical Div.	147
Carbide & Carbon Chemicals Co.	65	Hillenmeyer Nurseries	102	Nichols Wire & Aluminum Co.	147
Carpenter & Co., George B.	158	Hobbs & Sons, Inc., C. M.	86	Nick's Nursery	95
Cartwright Nurseries	20	Holly Haven, Inc.	44	Nolridge Nurseries	95
Chase Co., Benjamin	154	Homestead Nurseries	112	Nu Bark Distributors	153
Chase Nursery Co.	101	Hoogendoorn, C.	52	Nursery Sales, Inc.	62
Chemical Formulators, Inc.	144	Horsford, William Crosby	56	Onarga Nursery Co.	94
Chicago Stock Yards Compost Co.	144	Howard & Smith, Inc.	109	Oregon Bulb Farms	110
Chicopee Mills, Inc.	41	Howard of Hemet	5	Orr Co., J. A.	138
Claffin's Nursery	84	Hubbs Nurseries	42	Owen & Son, T. G.	103
Clarke Nursery	111	Hummel's Exotic Garden	112	Ozark Nursery Co.	104
Clarke, W. B.	110	Humphrey's Landscape Service	100	Pacific Coast Nursery	112
Classified Ads.	114 to 126	Jilgenfritz Nurseries Co.	91	Pacific Northwest Rose Nursery	113
Cloverset Farm	29	Imperial Tag & Printing Co.	152	Pallack Bros. Nurseries, Inc.	111
Colo Nursery Co.	73-88	International Harvester	85	Palmer & Son, J. R.	86
Commercial Nursery Co.	106	Ireland's Nursery	74	Panogen, Inc.	130
Coral Way Products Co.	153	Iron Mountain Evergreen Co.	68	Paul's Nursery	72
Corliss Bros., Inc.	56	Jens Nursery & Landscape Co.	72	Pearce Seed Co.	68
Cottage Gardens	94	Jewell Nurseries	76	Pedigreed Seed Co.	102
Cumberland Plateau Nursery	96	Johnston, William A.	139	Peekskill Nursery	52
Cumberland Valley Nurseries, Inc.	95	Kallay Bros. Nursery	84	Perkins Bros.	94
Cunningham Gardens, Inc.	93	Keeling Nursery, Forrest	70	Peterson & Deringer	21
Curtis Nurseries	62	Keeler Steel, Inc.	67	Piggott Nursery Co.	99
Danegger's Hi-Way Nursery, Inc.	44	Keeling Paper Products Co.	87	Pikes Peak Nurseries	68
Daniels, Ross, Inc.	154	Kelly Bros. Nurseries, Inc.	63	Pine Crest Nursery	92
Darling Co., J. L.	153	Kingwood Nurseries	74-84-92-94	Plumfield Nurseries, Inc.	46-47-93
Dayton Fruit Tree Label Co.	159	Klyn, Inc., Gerard K.	80	Pollworth Co., C. C.	93
Deere & Co., John	71	Koster Nursery	54-68	Portland Wholesale Nursery Co.	110
Deerfield Nurseries	64	Krieger's Wholesale Nursery	106	Possum Hollow Nurseries	62
Del-Mar-Va Nurseries	54	LaBars' Wholesale Nursery	68	Premier Fertilizer Co.	131
Descano Distributors, Inc.	109	Laird's Nurseries	103	Princeton Nurseries	62
Diamond State Nurseries	66	Lake County Nurseriesmen's Assn.	93	Radio Steel & Mfg. Co.	150
Dible Nursery, Sam	66	Lake Sammamish Evergreen Nursery	110	Rambo's Wholesale Nurseries, L. J.	106
Doerfler & Sons, F. A.	113	Lansing Specialties Mfg. Co.	158	Ramsey Co., L. W.	149
Dofy & Doerner, Inc.	110	Lawmaker Co.	152	Ra-Pid-Gro Corp.	139
DuBois Fence & Garden Co.	146	Leeland Farms	98	Ravensberg, Maurice C.	112
Dunwoody Co., Ezl.	132	Leonard & Son, A. M.	142	Reynolds, Harry H.	132
Du Pont de Nemours & Co., Inc., E. I.	33	Leric Corp.	158	Reynolds Metals Co.	50-51
Earth Creek Nursery Co.	90	Lindig Mfg. Co.	98	Rich & Sons Nurseries	113
Eastern Shore Nurseries, Inc.	63	Lindley Nurseries	98	Rickett Nurseries	56
Eden Nurseries	54	Lovett's Nursery, Inc.	66	Robinson Sales Agency, E. D.	58
Egyptian Nursey & Landscape Co.	92	Lustgarten, Baier	34	Rohm & Haas Co.	139
Elmer Roses	109	Magee, Thomas J.	158	Rootspreed	137-156
Evergreen Nursery Co.	92	Maloney Bros. Nursery Co., Inc.	84	Roto-Hoe & Sprayer Co.	150
Excelsior	140				
Fafard, Inc., Conrad	152				
Fairview Evergreen Nursery	62				

Forms for the April 1 issue will close Friday, March 8.

Forms for the April 15 issue will close Friday, March 29.

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AMERICAN NURSERYMAN

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Editor and Publisher

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Editorial

HIDDEN LABOR COSTS

As an example of the many hidden costs which may be overlooked in formulating the hourly price for services to nursery and landscape customers, a prominent nurseryman forwards the following letter from the heating company which services his equipment. J. Frank Sneed adds that the nurserymen in his area have been charging \$2.50 per hour per man for service fees, with a minimum fee of \$5, and they have all of the hidden costs listed in the middle of the following letter.

In many other lines of business it has been necessary to explain to customers the many items of overhead and incidental, nonapparent costs which add so sizably to the service laborer's hourly pay rate as to cause many to long for the good old days of the simple business life.

Following is a copy of the letter received by the Oklahoma nurseryman from his heating equipment service company:

We have a very serious problem. Again in 1956 our service department went in the hole. It showed a net loss of about 10½ per cent. Our hourly rate for servicemen as you know has been \$5.40. At first glance that seems fantastically high but when we get the complete picture from the auditors, it looks quite different.

It is not only the servicemen's time which determines this rate. There is also the time of those who take and write up the calls, dispatch the calls to the servicemen, price and bill the calls and take care of the bookkeeping. There are workmen's compensation, employers' liability, public liability, proper damage, product liability, federal insurance contributions and unemployment compensation insurance on these employees. There is the investment in service trucks; there are insurance, depreciation and the cost of operating these trucks. There are office space, office equipment, telephone service, light, heat, etc.

When they are all put together they come to \$5.96 per hour per serviceman, and there is no profit at all in that total. That is net cost. We have long been reconciled to operating the service department on a no-profit basis. But we cannot continue to operate it at a loss. So we must advise you that as of February 1, 1957, our service rate will be \$6 per hour and the minimum charge will be \$6.

This should have been done a long time ago, but we have so hated to do it that we kept putting it off. We most sincerely appreciate the confidence and good will you have shown us in the past and earnestly hope we may continue to serve you.

The Mirror of the Trade

LET THE PUBLIC KNOW

As the midwinter convention season ends, a pertinent observation may be made on the variation in the amount of publicity which these events receive in the local newspapers. In some cities, whether large or small, these events are totally ignored. In other places, the local newspapers consider the conventions and interviews pertinent to them worth a column or two a day. And there are gradations between the two. Since some of the state and regional meetings nowadays attract several hundred visitors, notice even in metropolitan centers bears no relation either to the size of the community or to the size of the convention.

More decided effort on the part of association officers, or a specially appointed publicity committee, would undoubtedly bring better results. In many instances at present it is certainly the case that no one has advised the local newspapers of the event, much less sought publicity. In other words, the nurserymen are as much responsible for the present situation as is the public press.

Particularly in this era of home building, the nursery industry merits and receives more public notice than in the past. Undoubtedly it would receive even more if the press were properly supplied. So if each nursery association would appoint a publicity committee with the definite purpose of seeking the proper newspaper contacts and supplying any information that may be desired by them about the convention, its programs, speakers, important visitors, sessions and news, much might be obtained in the way of publicity to the industry.

In some fields, such committees go even further and supply material to newspapers in the home towns of the officers, officers elect and other important figures at the convention, so that additional publicity may be received in other localities. The possibilities open up as effort is made.

The associations which are not taking advantage of the opportunities presented by their yearly conven-

tions to gain useful publicity for the industry are behind the times. Strange as it may seem to the modest nurseryman, the public is interested in reading not only about plants and gardens, but also about the men engaged in their production.

LARGEST YET

Reflecting the increased activity of the nursery industry, accelerated by the continued high level of home building, this March 15 issue again sets a new record in the number of pages, volume of display advertising and editorial content for any issue except the July special numbers.

As readers may note, this increase comes not from any greater abundance of nursery stock for sale, as price lists are shorter rather than longer. The gain, rather, is the result of the use of this magazine as a sales medium, in place of older methods, by a larger number of firms. They are attracted to this rising market, evident in the number of American Nurseryman subscribers, constantly growing, until today it has reached 9,800.

This market also is attracting more manufacturers of equipment, supplies and resale merchandise, whose advertisements in themselves bring interesting and informative reading.

TRADE IDENTIFICATION

Most wholesale nurserymen and suppliers are concerned with protecting the interests of the nurseries that sell to the public. They wish to sell their products only to those persons who are entitled to buy at trade discounts.

But the suppliers experience difficulty in determining who is entitled to wholesale prices and professional attention when requests for catalogs and price lists, as well as quotations, come in on post cards, ordinary tablet paper and sometimes even plain wrapping paper, in a plain envelope with no possible way of identifying the writer as being a tradesman.

Persons who are professionally engaged in the trade should have enough pride in their occupation to realize that printed letterheads and envelopes are a basic necessity. The meager investment will not only pay off in better relations with suppliers, but still more, though indirectly, in helping the suppliers protect the nurseryman.

Pennsylvanians Meet at Philadelphia

By Vincent Vuoto

A program covering both theoretical and practical aspects of operating a successful nursery business attracted an attendance exceeding 200 to the 53rd annual meeting of the Pennsylvania Nurserymen's Association held at the Warwick hotel, Philadelphia, Pa., February 13 and 14. Highlighting the affair were the round-table discussions which opened the program February 13 and featured the topics of increasing garden mart sales, shade tree ordinances and landscape design. These talks are reported elsewhere in this issue.

At the banquet which concluded the program the first day, Frank S. LaBar, president of LaBars' Nursery, Stroudsburg, was named as the association's "Nurseryman of the Year." At the same function, school landscape awards were presented to Colonial Nurseries, Inc., Harrisburg; Herr's Lancaster County Nurseries, Lancaster, and Susquehanna Gardens, Harrisburg.

Election

A brief business meeting opened the program the second day, but was confined primarily to the election of new officers. Homer A. Thornton, Thornton Nurseries, Conneaut, was elected president; Stanley M. Leighton, Whitemarsh Nursery, Plymouth Meeting, first vice-president, and Raymond Hively, Shiloh Nurseries, York, second vice-president. Wilbur I. Nisley, Walter, Nisley & Walter, Inc., Harrisburg,

retained his appointive position of secretary-treasurer.

A special executive committee, elected for a 3-year term, includes S. B. Hutton, Jr.; John Seyler, and John Eisler. Immediate past president, A. B. Copenhagen, Copenhagen Nurseries, Mechanicsburg, was appointed to serve on the committee for a 1-year term as a member at large.

Committee Reports

Year-end committee reports dominated the brief business meeting. Secretary-treasurer Nisley announced that the association now has a total of 248 active members and 71 associate members, with \$8,000 in the treasury. John Eisler, chairman of the highway planning committee, warned the membership that they must serve as a watchdog over the state's highway development program. It is Mr. Eisler's contention that poor planting work on highway programs may force the state into doing its own planting.

Homer Thornton, chairman of the Pennsylvania horticultural council and state university committee, reported that progress is being made in an attempt to secure an extension specialist to work exclusively with nurserymen in the state. He added that a special vocational guidance brochure in four colors is in preparation, designed to interest students in the nursery industry. Louis W. Wissenbach, editor of the association's

newsletter, promised to attempt to publish six issues during the coming year.

At a special meeting of Pennsylvania chapter 8, region 1, of the American Association of Nurserymen, held at the close of the afternoon program February 13, the following members were elected as alternate delegates to the 1957 convention of the A. A. N.: Stanley Leighton, Louis Wissenbach, John Seyler and Walter Pitzonka, Jr.

Arthur B. Copenhagen delivered the president's address at a luncheon meeting immediately after the round-table discussions. Mr. Copenhagen lauded the cooperation he had received and listed accomplishments of the past year, which included the school landscape awards, the association's new banner, the cooperation between the horticultural council and the state university in the preparation of a brochure designed to interest students in the industry and the association's new membership booklet. He urged the continuance of the landscaping competition and cooperation with the horticultural council.

Funded Liquidation

Kenneth Leighton, Leighton Clark, Philadelphia, opened the afternoon session the first day with the topic, "The Funded Liquidation Plan for the Nurseryman's Estate." Everyone who owns and operates a business is going to have to liquidate it some day, he warned, and this process can be under plan or panic. There is no problem with a large incorporated firm, he said, but it is a problem for the small 1-man business or partnership. Mr. Leighton briefly outlined a plan for members designed around a life insurance policy held by a holding company and subject to change in value. The members of the plan own stock in the holding company, which in turn purchases the life insurance policies on the members.

Joseph Langran, landscape architect of Philadelphia, dealt with the topic of "How Landscape Contractors Can Work with Landscape Architects." The speaker has found that capable landscape contractors are reluctant to bid on public work projects, and he believes that this reluctance deprives the public of ob-

[Continued on page 38]



New officers of the Pennsylvania Nurserymen's Association: Left to right, Wilbur I. Nisley, secretary-treasurer; Stanley M. Leighton, first vice-president; Homer A. Thornton, president, and R. J. Hively, second vice-president.



Pennsylvania round-table panelists: Left to right, front row, Jesse Flory, Herbert Hoechstetter, Owen Schmidt and George Headley; back row, John Eisler, Jules Gregory, Robert Meahl, Jack Kneally and James Feeney.

Pennsylvania Panels

By Vincent Vuoto

A highly popular feature of the program scheduled for the recent annual meeting of the Pennsylvania Nurserymen's Association at Philadelphia, reported more extensively elsewhere, were round-table panels on three topics. One panel, "Increasing Garden Mart Sales," was moderated by John Eisler, Eisler Nurseries, Butler; on this panel, also, were James Feeney, Feasterville, and George Headley, Philadelphia. Another panel, on "Shade Tree Ordinances," was moderated by Herbert Hoechstetter, Hoechstetter Nursery, Verona; with him were Jack Kneally, Lower Merion Township, and Robert Meahl, professor of horticulture at Pennsylvania State University. A third panel, "Landscape Design—Now and Tomorrow," was moderated by Jesse Flory, LaBars' Nursery, Stroudsburg; panel members included Jules Gregory, Lambertville, N. J., and Owen Schmidt, Narberth.

George Headley, of Supple-Biddle-Steltz Co., opened the discussion on garden mart sales by emphasizing the importance of store planning. By charcoal drawings he contrasted old and modern layouts and showed how the store design can be planned to take full advantage of the two basic types of merchandising, service and impulse. He suggested that service-type merchandise be located at the rear of the shop, to intensify the traffic flow through the aisles that display seasonal and impulse-type items. Gondola shelves

were recommended for increased display space. Ceiling lights for this type of display unit should be located over the aisle rather than over the display, to reduce shadows on the latter.

Check-out locations should be tailored for individual needs, he explained; there is no over-all formula applicable to all shops. He suggested placing the cash register on casters, so it can be moved easily; he also recommended that the register be placed in the center of the shop during slow periods, with someone at the register at all times, if possible, for peak efficiency.

Display Techniques

James Feeney related his experiences in starting and operating a garden mart and suggested that more nurserymen engage in this type of business. A successful garden mart depends on two essentials, he said, an attractive store and an attractive sales yard. His own tests have shown him that in his location the sales yard is best situated in front of the shop. Parking facilities must be adequate, he warned; the garden mart operator can handle only as many customers as his parking handles. He recommended that a shop be placed 200 feet back from the street line, to provide adequate parking and display space.

Display and advertising are two segments of operation which require diligent attention. Mr. Feeney earmarks 2 to 3 per cent of gross sales

for his advertising budget, which is concentrated in local newspapers, where the response has been excellent. All his advertisements are keyed, so that he can determine which newspaper has the greatest pulling power.

Quantity displays have proved effective in his location, with items grouped according to three grades and prices. Display stock is placed in peat beds. All display beds are identified with large signs listing information about the plants. These signs, it was claimed, have considerably reduced the number of customer inquiries. All Mr. Feeney's plant materials are guaranteed for one year. This practice, he has found, leads to customer satisfaction and more sales for related items.

Increasing sales during the off season is a job which requires initiative and planning. Christmas sales accounted for 8 per cent of Mr. Feeney's total sales volume last year. Sales of live Christmas trees climbed from an initial quantity of 100 to a total of 900 for the past holiday. Sales of cut trees have increased in the same proportion. In the off season, dormant stock is canned, and experiences have shown that the material keeps well over the summer season with a minimum of care.

Advertising

It was John Eisler's contention that parking facilities should be located at the back of the garden mart area, about 100 feet from the road, and the area in front of the shop should be used for displays. Mr. Eisler claimed that the majority of sales at his establishment are made between 4 and 8 p. m., with Saturdays accounting for the largest volume. The garden mart he operates is closed on Sundays, and this practice has not affected the sales volume to any extent.

Mr. Eisler's advertising budget is concentrated in local newspapers, with all items priced. Some radio time is purchased during the spring. Experience has shown that it pays for the garden mart operator to package his own materials, such as peat moss, manure, potting soils, etc., in polyethylene bags. The profit from this type of packaging can be considerable, while the time and expense involved are negligible.

In competing with department store sales, Mr. Eisler advertises the same plants the following day at half the price at which the department store had quoted them. This practice has about eliminated the plant sales in the department store, he

[Continued on page 54]

Tips for Better Landscapes

Uses of the Mountain Laurel

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, L. I., N. Y.

What is the best broad-leaved evergreen for landscape planting? There is no answer that will be the same from every individual. It is a little like picking the best center on an All-American football team at the end of each collegiate football season—rather impossible, but done because it makes good newspaper and magazine reading. The best broad-leaved tree, the best deciduous tree, whatever it may be, is determined by experiences that may be more pleasant with one than another. There is no "best," but an excellent broad-leaved evergreen is mountain laurel, *Kalmia latifolia*.

This plant has a wide range of hardiness and tolerance, but everything depends on whether the local growing conditions are suitable. *Kalmia latifolia* can be found from New Brunswick to the northern shores of Lake Erie, in Canada, southward to southern Ohio, Indiana and central Tennessee; along the Atlantic coast to Virginia; inland to Georgia and western Florida, and westward through Alabama, eastern and southern Mississippi and Louisiana. Mountain laurel is abundant in the Appalachian mountains and its foothills. The water-table changes in the various laurel areas, and it is often found in both low, swampy lands and on dry slopes under deciduous trees. Sometimes impenetrable thickets result. Elevations up to

4,000 feet in the Appalachian mountains show laurel, and large plants have been found along streams in central Florida.

Named for Botanist

Kalmia is derived from the name of the Swedish botanist, Peter Kalm, who was a pupil of the great Linnaeus. Peter Kalm was sent to America in 1748 by the Swedish government to report on the natural resources of this continent. He traveled until 1751 in Canada and the middle and northern states. As the result of his explorations he wrote a book titled "Travels Into North America." He wrote primarily of vegetables, fruits (particularly peaches and cherries) and mentions only those flowers found in the woods. He is generally considered to be the first botanist to have noticed such American trees and shrubs as striped maple (*Acer pensylvanicum*), sugar maple (*Acer saccharum*) and nannyberry (*Viburnum lentago*).

Kalmia latifolia was introduced into cultivation about 1734, a date which preceded botanist Kalm's entry about 14 years. Several varieties exist, but none were recorded in cultivation until 1840—one as recently as 1939.

There are eight species of *kalmia*, but only three are familiar to even the more ardent plantsmen. The other two are the sheep laurel, cal-

kill; narrow-leaved laurel, or lambkill (*Kalmia angustifolia*), which was introduced into cultivation in 1736, and the bog laurel, swamp laurel, alpine laurel or pale laurel (*Kalmia polifolia*), introduced in 1767. None of these, however, approaches the mountain laurel for landscape value.

Kalmia latifolia, *Kalmia angustifolia* and *Kalmia polifolia* have poisonous qualities if the leaves are eaten. The active toxic principle in kalmias and other poisonous members of the heath family (ericaceae) is a substance known as andromedotoxin.

The tougher leaves of mountain laurel are usually left alone, because of their tough character. Most cases of poisoning generally occur in winter or early spring, because the evergreen leaves are usually the only ones visible. Poisoning is commoner among sheep, because the land on which laurel grows makes better grazing for sheep than cattle. But horses, goats and cattle are also susceptible. Animals often survive, even after being ill for several days.

There is no concrete evidence that wild animals have been poisoned by eating laurel leaves.

Some large specimens of *Kalmia latifolia* reach a height of 40 feet and occasionally obtain a trunk diameter of eighteen to twenty inches. These are extreme cases, however, and do not occur in unshaded landscape plantings where a top height of six or 10 feet is a common sight. Even these plants can be kept at a height of eye level or less with a pair of pruning shears.

The winter buds (illustration A), those that produce stems and leaves, are formed before midsummer and seem to be partially sunken in the stems. The flower buds (illustration B) are entirely different and appear as stringlike catkins in the axils of the end leaves. The flower buds, sometimes termed reproductive buds, are formed after the growth or leafbuds make their appearance and in the spring lengthen into several lateral branches, so that the flower cluster results in a corymb of many individual flowers, perhaps four to six inches across.

When each flower is first formed,



Illustration A—The growth, or leaf buds are formed in leaf axils and are often partially imbedded in the stem.



Illustration B—The flower, or reproductive buds are formed like loose catkins on the ends of the branches.



Illustration C—The flowers of mountain laurel have a resemblance to fluted pearls before opening.

and before it opens, it looks like a fluted or ribbed pearl, (illustration C). To many persons this is the time when the plant has its greatest beauty. It is also the time when the flower has its most intense color, which may be a deep pink, after a lighter pink on opening. Colors will vary from white to rose, to light and deep pink. Each plant has its own color or shade, which does not vary on the shrub.

Sometimes Called Calico Bush

After the flowers are fully open (illustration D) they remind one of calico, hence the common name of calico bush in some areas. The inner surface has a dark rose-colored line which may seem in some instances to be almost like a chocolate band. To describe the beauty of mountain laurel when in full flower is an impossibility. Of course, flowering time varies from south to north, and it may be early April in Mississippi, early June on Long Island or late June in the more boreal regions. Last year was an unusual one, and even on Long Island mountain laurel was putting on a good show as late as June 15.

A viburnum that flowers at the same time as Kalmia is linden viburnum (*Viburnum dilatatum*), and the two provide a pleasing contrast. The viburnum flower has a fuzzy appearance that is off-white in tone, with a hint of yellow, and when the two plants are in the same border the flower combination is good. The linden viburnum should not be too close to a window that is opened or a terrace, as the odor is musty. The leaves of *Viburnum dilatatum* are much larger and rounder than those of the mountain laurel, but they do not detract from the beauty of laurel

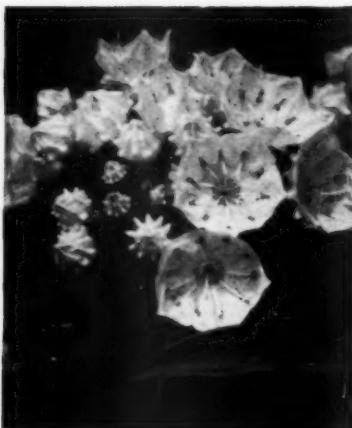


Illustration D—Buds open into a profusion of calico flowers during early June on Long Island.

flowers nor combination of the two.

If one has never seen a slope of mountain laurel in full flower, a stream bank clothed with its rich green leaves and calico flowers or rolling hills and hummocks abounding with a beauty that is beyond one's imagination, then it is time that he did, this spring.

Fruit Inconspicuous

The fruits are not spectacular (illustration E); they are merely round, 5-celled, lobed capsules that are of a brownish hue. They have no landscape value, but, of course, are essential for propagation. Ripening occurs in September, but if the fruits are not needed for propagation, the flowers should be removed as soon as they have faded.

The leaves are usually three or possibly four inches long and approximately one to one and a half



Illustration E — Fruits of mountain laurel are unimportant-looking round capsules that have five lobes.

inches wide. The shape, or outline, is that of a narrow ellipse, but varies. There is a nicety about the foliage, even though there is a ruggedness to the rather thick leaves. The intensity of green varies in different soils, but if the organic matter is abundant, the green color is rich. The leaves generally appear in threes or pairs. About the only other plants that the newly interested horticulturist confuses with it are Japanese and American andromedas when neither has flower buds nor fruit. There should be no indecision, since the andromedas have small teeth along the leaf edges, while the laurel leaf margin is entire.

A great many laurels sold by nurserymen are collected stock and in most cases there is nothing wrong with offering them. Occasionally a plant has a heavy infestation of leaf

[Continued on page 72]



Illustration F — Tree or multiple-stemmed forms, found in light-shaded woodlands, make unusual specimens for the landscape.



Illustration G—Mountain laurel hedges are possibilities for landscape plantings and respond favorably to such treatment.

Midwest Shade Tree Group Hears Talks

By Noel Wysong

Arborists attending the 12th annual meeting of the Midwestern chapter, National Shade Tree Conference, at Milwaukee, Wis., were given a royal welcome, highlighted by the flashing of a huge electric sign above the streets of the business district. Held February 13 to 15, in the Pfister hotel, the conference attracted 312 registered members and guests. The meeting was open to any person interested in the care and propagation of trees.

New Officers

At the business session, held Thursday afternoon, officers for the coming year were elected as follows: President, Frank J. Pipal, consulting forester, Omaha, Neb.; vice-president, Marvin Stevens, arborist, Glenview, Ill., and secretary-treasurer, Noel B. Wysong, Cook county forest preserve district, River Forest, Ill.

Elected to the board of governors of both the Midwestern chapter and the National Shade Tree Conference for a term of two years were Richard Campana, Illinois State Natural History Survey, Urbana; Marvin Stevens, Glenview, Ill.; C. L. Wachtel, Wauwatosa, Wis., and Miles Sharpless, LaGrange, Ill. Other board members whose terms of office do not expire for another year are Lawrence Hall, Arlington Heights, Ill.; Marvin Johnson, Chicago, Ill., and Roy K. Rasmussen, Father Flanagan Boys Home, Boys Town, Neb.

Elected as alternates for a 1-year term to the board of governors were John F. Wagner, LaCrosse, Wis.; William Beaudry, Chicago; Charles Bennett, Janesville, Wis.; Marvin E. DeSmidt, Racine, Wis.; Richard C. Sherman, Peoria, Ill.; Ray Lee, Glenview, Ill., and C. I. Baker, Chicago.

Dutch Elm Disease Report

After presentation and acceptance of the reports of the several standing committees, the report of the special committee on specifications for control of the Dutch elm disease was given by Richard Campana, chairman. Mimeographed copies of the first draft of the set of specifications had previously been distributed to delegates, and a number of controversial points were discussed after the report. It was voted the specifications should be studied and

revised as deemed necessary by the committee and submitted to the board of governors for action. It was recommended that work on the specifications be completed as speedily as possible and that printed copies be made available to arborists, municipalities and other individuals or organizations concerned with control of the Dutch elm disease. The work of the committee is pointed towards production of a set of specifications that may be used as a model adaptable to local conditions wherever this disease occurs.

The report of the special committee on trees and shrubs desirable for landscape plantings in the midwest was read by Charles W. Warren, in the absence of William Rose, chairman. Lists of desirable plants are being obtained from numerous authorities in the midwest, Mr. Warren said. These will be correlated according to adaptability to soil and climatic conditions. The belief was expressed that this work would aid nurserymen in the selection and propagation of plant species for which there would be a steady high demand by landscape architects and contractors for use in landscape planting.

Executive Committee Meeting

In a meeting of the executive committee, composed of members of the board of governors and officers of the chapter, it was voted that the chapter donate the sum of \$200 to the National Shade Tree Conference research fund. This fund is used to finance research projects in various phases of arboriculture through scholarships given to graduate students. In the current project the plant food needs of trees are being studied, largely through leaf tissue analysis, with the long-range objective of improving methods of tree feeding.

The executive committee voted also to donate \$200 to the arboriculture film fund, a project aimed at production of a 30-minute film in color and sound illustrating approved methods and practices of arboriculture. With approximately \$7,000 in the fund at present, it seems probable that enough more money will be contributed to warrant the beginning of filming before the end of the summer. The film is designed for use on TV programs and for group meetings.

The conference was formally declared in session Wednesday morning by President Charles W. Warren, Omaha, Neb. In his welcoming address, Mr. Warren pointed out that those engaged in arboriculture and related fields furnish people "with the landscape beauty that tends to relax the strings of mental tension drawn so tight by this atomic age." Greater public recognition of the need for good tree work is a goal worth striving for, he said, and cautioned arborists to remember that "every person who is engaged in arboriculture is a representative and good will ambassador for the entire profession." In the educational sessions that followed, various phases of arboricultural work were discussed.

Arboriculture History

The first formal paper on the program was presented by Paul E. Tilford, executive-secretary of National Arborist Association, Inc., Wooster, O. With "Growing Up" as his subject, Dr. Tilford briefly outlined the history of arboriculture as a vocation in this country, discussed some of the problems confronting arborists today and pointed out trends that are likely to affect arboriculture in the future.

Although caring for trees is an old occupation, Dr. Tilford said, the practice of arboriculture as an industry started in this country about the beginning of the present century. When John Davey founded the Davey Tree Expert Co. in 1905, H. L. Frost and F. A. Bartlett formed the Frost & Bartlett Co., an association later discontinued but from which came two separate organizations, H. L. Frost & Co., Arlington, Mass., and the F. A. Bartlett Tree Expert Co., Stamford, Conn. In the early days of arboriculture, Dr. Tilford said, practically all of the tree work done was performed on large places for people of wealth.

As changing economic conditions largely eliminated the large estates and brought about the movement of homeowners from the city to suburban areas, Dr. Tilford said, the tree-care industry also changed. Arboricultural jobs decreased in size, but increased in number; the demand for tree service among persons of moderate means increased, and this brought about the formation of many small to medium-size tree and

landscape companies, which served local communities. The services of many such companies became expanded in scope to include soil aerating, lightning protection, vista cutting, woodland improvement, line clearing, chemical brush and weed control and other operations, in addition to the usual shade tree care services. These changes brought numerous operational problems, one of the most serious of which has been a constant shortage of skilled labor.

Expansion of Field Seen

Basing his opinion on statisticians' estimates of population increase, Dr. Tilford predicted plenty of work in the years ahead for the arborist serving private property owners. He also pointed out that the movement toward good landscaping of the grounds of factories and other industrial plants and institutions offered an opportunity for more work for arborists. He predicted an ex-

pansion in the arboricultural work required by utility companies.

Mentioning costs and rate of charge for services performed, Dr. Tilford advised arborists to review their costs and warned that a fair profit is essential to success in business. He listed the items which determine the cost of spraying as follows: Spray material, labor, equipment depreciation, operation expenses, overhead, supervision and profits. Citing DDT dormant spraying for control of the Dutch elm disease specifically, he said that based on present costs the charge in the Chicago area probably should be about 34 cents per gallon for the 25 per cent spray applied with a hydraulic sprayer and about \$3 per gallon for the more concentrated spray applied with a mist blower.

"Trees and Utility Wires" was the topic ably discussed by Luther E. Lockwood, of the Public Service Co.,

[Continued on page 100]

British Columbia Elects

By Val B. Johnson

A new slate of officers for the British Columbia Nurserymen's Association was elected at its fifth annual meeting February 11 at the Empress hotel, Victoria. President for 1957 is David Hunter, Kingsway Garden Shop, Vancouver; vice-president is J. L. Petty, Langley, and secretary-treasurer is Bryan Sutton, Vancouver. Directors are George Wilcox, Oliver; John Murray, Val Johnson, James Lang, J. H. Eddie, all of Vancouver; C. van Ness, Newton; R. Williams, Victoria; N. Reimer, Yarrow; Lloyd Smith, Burnaby, and C. D. Morris, Ocean Park. William McGillivray, deputy minister of agriculture, welcomed the delegates to Victoria on behalf of the British Columbia government.

Lloyd Smith was chairman of the business session during the morning. Announcement was made that a meeting of the fruit tree nurserymen of British Columbia would be held in Vancouver February 15. Discussions were to be led by Dr. D. V. Fisher, of Summerland experimental station, on variety recommendations, hardy frameworks, clonal rootstocks and bud distribution from government-supervised stocks.

Legislative Report

J. H. Eddie reported on legislative matters brought up at the convention of the Canadian Association of

Nurserymen. The association is backing efforts to exempt all field-grown plants from the federal sales tax. At present this tax is still being collected in some parts of the country. Submissions by the florists' industry for repeal of the tax on greenhouse crops are also being supported.

Representations to the British Columbia government will be continued on matters of quarantine regulations and establishment of certification procedures on fruit trees and other classes of nursery stock.

The retiring president, Lloyd Smith, reported that more than 80 per cent of British Columbia nurserymen have joined the 4-year-old association. Regarding publicity, Mr. Smith noted that the leading newspapers are continuing their 1956 practice of publishing articles by local nurserymen in the weekly garden pages. Joint advertising of association retailers was started in fall, 1956, and found to be effective.

As aims for the coming year, he mentioned attention to grade standards; censoring of false advertising; new bylaws, and the promotion of home-grown nursery stock to replace Holland imports.

Finally, in face of rising costs, he stressed the necessity of specialization by the growers. He urged all members to stand solidly behind the association to meet the keen compe-

tition of the automobile, appliance and other industries.

In the afternoon, A. Littler, horticulturist of the British Columbia department of agriculture, spoke on the British Columbia plant protection act and reviewed various points of particular present interest to nurserymen.

W. R. Foster, plant pathologist, Saanichton experimental station, showed slides illustrating diseases of ornamentals — especially chamaecyparis—in British Columbia. Phytophthora lateralis and P. cinnamomi are two fungus diseases.

Dr. W. Newton, plant pathologist, Saanichton experimental station, speaking on the subject of nematodes, explained their crippling, but not deadly, effect on plants and the hot-water control method.

He also reminded the nurserymen that, though import permits are necessary to keep track of what is coming into the country, the first line of inspection for the control of disease is in the exporting countries and must be thorough. Canadian inspectors, visiting Holland recently, were satisfied with the standard of that country's inspections.

Douglas Christie, horticulturist, spoke on soil diseases and soil fumigation, listing three fumigants in current use: chloropicrin, a fungicide; methyl bromide, a gas injected into the soil under cover, and vapam, a liquid, quite easily applied. Next, he touched on the tendency of nurserymen to neglect public relations and said that keeping up with the Joneses can be the same powerful stimulant in the buying of nursery stock and landscaping that it is in other purchasing areas.

The afternoon program was concluded with a lively panel discussion, moderated by Lloyd Smith, on "Realistic Pricing in the Nursery Business." Panel members were J. Murray, C. van Ness, E. Lohbrunner, Victoria, and B. Richman. Mr. Richman produced wry smiles when he gave figures showing that the geraniums many nurserymen sell for 25 cents cost 19 cents to produce, not counting the greenhouse bench space. He estimated the production cost of a flat of bedding plants at 94 cents—if the flat (costing 1½ cents) is returned.

One of the features of the evening banquet was the presentation of a leather briefcase to the retiring president, Lloyd Smith. E. Lohbrunner, Victoria, nurseryman and collector of alpines, showed a fine collection of color slides taken during trips between California and Alaska.

MARCH 15, 1957

13

Research and Retailing At Lake County Meeting

By Marie Brandstaetter

The 23rd annual nursery school, sponsored by the Lake County Nurserymen's Association and the Lake county agricultural extension service, was held February 6 at Hellriegel's Inn, Route 20, Painesville, O. Approximately 115 local nurserymen and others from various parts of Ohio attended the day-long meeting.

The morning session was conducted by William Demeter, Mentor Floral Gardens, vice-president of the L. C. N. A. Research projects at Ohio State University, Columbus, were discussed by Dr. L. C. Chadwick and James Caldwell, both of the O. S. U. horticultural department.

Mr. Caldwell reported on tests with growth inhibitors. Until recently, little thought was given to using growth inhibitors for any except herbicidal purposes. Now, however, they are being tested as an aid in preventing late frost damage. Late frosts can cause extensive injury to young, tender shoots, and on plants such as taxus, an entire season's growth may be lost. If new growth can be delayed for a few weeks in the spring, late frost damage can be minimized or possibly prevented entirely. Work has been done with a growth-inhibiting chemical, maleic hydrazide, and findings have indicated that with proper reg-

ulation of the concentration, it is possible to govern the degree and duration of inhibition. For the past two years, a series of studies has been conducted at O. S. U. to determine a concentration, time and method of application of maleic hydrazide that will temporarily delay early spring growth without permanent alteration of the plant's growing habits.

Although tests have inhibited growth for a month or more in the spring, there was no noticeable difference in the number or length of new shoots at the end of the growing season. Results have been somewhat variable but the over-all picture looks promising.

More Tests Needed

It was found that when the relative humidity was low, plants would not absorb maleic hydrazide readily and thus would show differing results from identical applications of the chemical. This year, the research workers plan to concentrate on studies of the factors affecting absorption. By the use of additives, they hope to increase absorption to a constant, predictable percentage, so that they will be in a better position to foretell the chemical's effect on plants. Present knowledge is not such that the university can recommend the use of maleic hydrazide

for delaying early spring growth of evergreens. If the problem of absorption can be solved, however, the major obstacle will be eliminated.

Delaying early spring growth is by no means the only advantage of the plant growth inhibitor. It has been used on vegetables to keep them from sprouting in storage, and some nurserymen have reported the use of the chemical to prevent the sprouting of nursery stock in storage. Weeds and grass in the nursery plot treated with maleic hydrazide were considerably less than in the untreated plots. This chemical has also been used in inhibiting growth of lawn grasses to reduce the number of mowings necessary and on hedges to reduce needed shearing.

Foliar Analysis

Another project discussed by Mr. Caldwell was that of foliar analysis. There is still much experimental work to be done in this field. Leaf analyses, so far, do not tell which elements are deficient in the soil nor what quantities and what types of fertilizer are needed.

Dr. Chadwick reviewed a few of the experiments on plant propagation at the university. In a project to determine the most opportune time for rooting lilacs, a student started taking cuttings when growth was only about four inches long and continued taking cuttings every three days until about the end of June. The percentage of rooting varied from 80 per cent at the beginning to almost zero at the end of the period. This year, the tests probably will be repeated and carried on into July and August. The period of best rooting for lilacs is definitely related to the time of bud

RECEIVES AWARD FOR LANDSCAPING OF LONG, LOW TYPE OF FACTORY BUILDING



The Newton, O., factory of the Baldwin Piano Co., pictured above, stands in a landscape setting that won a "Plant America" award for industrial landscape designing offered by the American Association of Nurserymen last year. Designed by Mrs. Eleanor Christie, Mariemont, O., the plan was executed by the Natorp Landscape Organization, Cincinnati, O.

Typical of many modern industrial structures, this factory in an open suburban area has its long, low horizontal lines softened but not hidden by pin oaks and the more immediate accent plantings of *Berberis mentorensis*, *Ilex rotundifolia*, *Ribes alpinum* and magnolia. *Sophora japonica* and flowering crab apple and cherry trees enhance the extensive lawn.

initiation. The best time for rooting is during the blooming period or shortly thereafter, during the natural vegetative growth period. Flower buds which will bloom the following year are formed about the third week in June, and cuttings should be selected from nonflowering shoots — those which will not bloom the following year.

Dwarfing Methods

Another project at O. S. U. is the dwarfing of ornamentals. *Malus atrosanguinea*, *Viburnum carlesii*, *forsythia* and *Washington thorn* were used in these studies. The crab apple flowered in about two years with good blooming qualities. *Cotoneaster divaricata* has been used successfully as a rootstock on which to graft common crab apple scions, although suckering occurred quite heavily. A

workable solution was found by using an apple seedling as rootstock, grafting a 3-inch piece of *Cotoneaster divaricata* on that and then grafting the crab apple scion on the cotoneaster. This work can all be done at the same time. *Cotoneaster divaricata* was also used on the *Washington thorn* with good results. Results with *V. carlesii* and *forsythia*, however, were not too successful.

Chemical weed control and seedbed sterilization were also discussed. Tests have been made with various commercial chemicals in seedbed sterilization but without sufficient success to warrant their recommendation over methyl bromide, which remains the best material available at the present time. However, one of the most successful products was Vapam, which controlled weeds for

[Continued on page 92]

Cuyahoga County Report

By Fred K. Buscher

The setting for the winter school of the Cuyahoga County Nurserymen's Association, February 7, was the spacious Lake Shore Country Club near Cleveland, O. An enthusiastic group of over 130 attended. A. E. Luedy, A. E. Luedy Nursery Co., president of the association, presided at the morning session.

Harold S. Ward, county agricultural agent, gave a history of extension service activities with nurserymen over the years, stressing the educational programs developed by the county agent to fit the needs of particular horticultural groups in the county. He paid tribute to the early work of many men such as Charles F. Irish, of the C. F. Irish Arborist Co., Cleveland, O., who encouraged the extension service to develop educational programs.

L. C. Chadwick, professor of horticulture, Ohio State University, Columbus, and Louis Lipp, horticulturist, Holden Arboretum, Kirtland Hills, O., joined in a discussion on "Selection and Varieties of New Plant Material." Dr. Chadwick used slides and a prepared list of plants in describing the characteristics of new material observed in this country and Europe. Mr. Lipp furnished cut specimens of new plant material from the arboretum, commenting on their improved characteristics over those of the common varieties. He invited the nurserymen to visit the arboretum and take advantage of

the new introductions so near to them.

Insurance Data

A representative of the state bureau of workmen's compensation, Donald Reichert, gave examples of claim procedures for employees and employers regarding industrial accidents. Most important is the careful completion of accident questionnaires. Many claims are held up because of lack of information.

Since private companies cannot write industrial accident insurance in the state of Ohio, their interest is in liability coverage. Arthur Roski, of the Cleveland Insurance Agency, explained why employers should carry at least a \$150,000 liability policy with the increased rates of settlement awarded by the courts in accident cases. He commented on obtaining workmen's compensation insurance for out-of-state work from private insurance companies since the state bureau coverage ceases out of Ohio.

New developments for insect control were discussed by Dr. R. B. Neiswander, entomologist, Ohio agricultural experiment station. His latest work has dealt with systemic insecticides on dahlias and roses, plus testing various new miticides. General control measures recommended for this year were given to the nurserymen.

Dr. H. A. Runnels, pathologist, Ohio agricultural experiment sta-

tion, followed with descriptions and recommended disease control measures on *Taxus*, *juniper*, *azalea*, *rhododendron* and *Christmas tree* plantings. He urged that samples of plant material showing disease symptoms be sent to him for identification and control measures. Past history on growing and cultivation practices should accompany any suspected disease samples.

Research Reports

New research and nursery practices were related by Dr. L. C. Chadwick and James Caldwell, extension specialist in floriculture, Ohio State University. Dr. Chadwick explained present research emphasis has been on production methods. Container-grown nursery stock experiments have shown what crops can be safely grown and carried through the winter in central Ohio. Winter protection of canned nursery stock has varied with the species. To date, overwintering characteristics are the limiting factors to successful growing of container stock.

More attention has been given to foliar analysis as relating to fertilizing practices. Experiments on this project will be carried on for a long period before general recommendations can be made.

Weed control in the nursery has eliminated many of the broad-leaved weeds and now the weed grasses are receiving more attention in chemical control. Extension Specialist James Caldwell told of the experiments under way in the use of maleic hydrazide. Although general recommendations will not be given until more research is done, MH has been used for holding back buds of *Taxus* in the spring, inhibiting weed growth, reducing the rate of growth of trimmed hedges and retarding the growth of grass on highway embankments. Research findings will be released only after thorough experimentation has proved their worth.

The final speaker was Dr. Chadwick, who commented on "Pruning Practices." He believes nurserymen's clients should be told when an overgrown planting should be removed entirely, rejuvenated gradually or cut to the ground to begin all over. When possible, he feels a total replanting will give best satisfaction. The nurseryman can give the client all the facts, pointing out advantages and disadvantages of each possibility. When pruning of flowering shrubs is necessary, Dr. Chadwick believes early spring, before growth begins, is the best time, since some flowers will be lost no matter when the pruning operation is done.

Ohio Short Course

Panels Highlight Nurseryman's Day

Broad-Leaved Evergreens, Small Flowering Shrubs and Chemical Fertilizers Topics

Three round-table discussions, running concurrently, closed the program for nurserymen's day at the recent Ohio short course, the major part of which was reported in the March 1 issue of this magazine. The data brought out at the concluding discussions by the nurserymen are given here.

Paul Bosley, Bosley Nursery Co., Mentor, O.; Fred Galle, Ida Cason Gardens, Chipley, Ga., and Zophar Warner, Warner Nurseries, Willoughby, O., reviewed "Broad-Leaved Evergreens." Each of the three had prepared a list of 20 subjects in the classification that he recommended for Ohio. It was noted that the lists duplicated names in many instances.

Mr. Bosley said that the United States Department of Agriculture had crossed *Magnolia grandiflora* and *Magnolia virginiana* and that it is probably only a matter of time before an intermediate form of *Magnolia grandiflora* is available. He said that broad-leaved evergreens can be divided into three classes: Those that require a friable, acid soil; those that tolerate any soil, and holly, which is perhaps the best of all broad-leaved evergreens for Ohio. Holly does not demand an acid soil, although it will do well where the pH is low. However, alkaline soils tie up iron, and holly in western Ohio frequently suffers from iron chlorosis. Mr. Bosley indicated that holly is probably the second-best known plant in America, the rose being the most familiar. To be successful with holly one should buy named varieties; 99 per cent of wild holly brought from the woods is worthless.

Winter Moisture Needed

Broad-leaved evergreens have leaves in midwinter when the stems are frozen. Moisture becomes especially important at this time. If broad-leaved evergreens are planted where they will be windswept, as at the northeast corner of a house, they will probably die. Any spot which is so windswept that there is never snow on the ground is a trouble spot for broad-leaved evergreens. Wilt-Pruf may be used if the customer is having trouble. Also, a solution of cornstarch sprayed on leaves gives

protection to plants which burn in winter.

Rhododendrons do not grow well in poorly drained soil. Therefore, the soil must not be puddled over the roots of these plants. A loose, friable soil is best. Most broad-leaved evergreens react well to a heavy application of nitrogen. Ericaceous plants, as a rule, do better with organic fertilizers.

In propagating broad-leaved evergreens, one must maintain a high relative humidity. Plants should not be allowed to dry out, whatever the method of propagation. Since broad-leaved evergreens are plants of special value and bring higher prices, fields, beds and other areas should be prepared to grow the best plants possible.

Untouched Markets

There are still many unfound uses for broad-leaved evergreens. The florists' business is an untouched market, especially for such plants as holly and rhododendron.

Euonymus may be thought of as the poor man's aristocrat of the broad-leaved evergreens. Sheared specimens should sell well. *Euonymus fortunei vegetus* is especially good as a sheared plant.

As a group, the broad-leaved evergreens are relatively free of serious pests or diseases.

Mr. Warner said that any list of the 20 best broad-leaved evergreens should include those which meet the needs of design and which live for a reasonable length of time after

planting. *Euonymus fortunei vegetus* may be grown through drain tiles to make more upright plants.

Trouble is frequently experienced with *Kalmia latifolia* in the Cleveland area. *Kalmia* is a shallow-rooted plant, and its failure to grow is frequently traced to too deep planting. The roots should be covered with nothing more than light peat. Also, *kalmia* requires a more acid soil than most other ericaceous plants.

Euonymus sarcoxie is a good new plant. *Daphne cneorum* requires a well-drained soil. If the plant survives a couple of years, people frequently feel that they have received their money's worth, since it is an incidental plant in the landscape.

Use Variety for Interest

The temperature fluctuates widely in Ohio. Azaleas often are not hardy enough to withstand the extremely low temperatures which occur every few years, but azaleas, which last for several years under normal conditions, are satisfactory and should be planted even though they are not so hardy as might be wished. It is important that the key plants in the landscape be hardy, but the others may be of lesser hardness, so as to provide greater interest and variety in the materials used.

There are many broad-leaved evergreens that should be worked with, such as *Mahonia aquifolium*. Out of a great many plants of *Mahonia aquifolium* a few may come through a hard winter fresh and



Participants in the round table on broad-leaved evergreens on the nurserymen's day program during the Ohio short course; left to right are Paul Bosley, Fred Galle and Zophar Warner.

green. If such selected plants were propagated asexually, there would be a good market for them. More work needs to be done on transplanting mahonia. Wilt-Pruf on mahonia will help hold foliage and lessen foliage burn.

Pieris floribunda does not hold up in some cases. This plant must be treated as an ericaceous subject. In retail business, a sheet of planting directions given with this plant will help the customer. There is a relationship between drainage and certain kinds of wilts, and *Pieris floribunda* may be one of the plants affected by this condition.

Conditions Rule Holly Selection

Ilex crenata convexa often has yellow foliage. It is possible that iron chelates may be helpful in overcoming this. In all types of hollies, certain strains and varieties are more tolerant to local soil conditions. This is one reason why there are so many varieties. In Ohio, it is more important to pick a hardy strain with good green leaves than to select one which fruits well, because the flower buds or blooms often freeze and there may be no fruit.

Ilex glabra and its forms, especially the best vegetatively propagated forms, are equal to and better

than some crenata types. *Ilex glabra* ranges from irregular to extremely compact types.

There are few evergreen vines which will do well in Ohio. English ivy is not dependable, except on the north side of a building, as it will not take sudden freezing and thawing. *Euonymus fortunei vegetus* trained on a wall is particularly good. It throws off its foliage when cold is extreme and comes back fresh and green the next spring. Other varieties of euonymus also do well as vines. However, with many of the ground cover types of euonymus there is a selling problem because they are propagated so easily.

It has been observed that, in general, the shiny foliage form of *Mahonia aquifolia* is the more upright and the dull foliage form is the more compact.

The growing range of mature plants of broad-leaved evergreens is somewhat greater than the growing range of young plants.

It is better to do a good job of incorporating peat in the fill soil when broad-leaved evergreens are planted than to use it as a mulch. Peat makes a hard surface when dry, and the water runs off. With small plants, there is some advantage in using mulch to prevent temperature

fluctuations. Vermiculite compresses and does not last so long as peat.

Viburnum rhytidophyllum is a hardy, bold plant, but a plant with a better leaf characteristic is desirable.

Magnolia grandiflora does satisfactorily in some sections of southern Ohio if it can be brought through the first four or five winters, although it will not get so large as it does farther south, and it should have some protection.

All types of holly do well in containers.

Nandina will survive in Ohio, but is likely to lose its leaves or die back to the ground.

Recommended Lists

Following are the lists of recommended broad-leaved evergreens for Ohio as given by the three discussion leaders:

Plants recommended by Paul Bosley:

- Buxus
- Cotoneaster
- Daphne cneorum
- Euonymus fortunei radicans*
- Euonymus fortunei vegetus*
- Hedera helix (hardy)
- Ilex crenata convexa*
- Ilex crenata hetzi*
- Ilex crenata rotundifolia*
- Ilex crenata Stokes*
- Ilex opaca*

[Continued on page 132]

MADISON GROUP ACTIVE

The Madison Landscape Nurserymen's Association, Madison, Wis., recently named Richard Meland, Arrowwood Nursery, president; Alton Wilke, Wilke's Nursery, vice-president, and Peter Ganshert, secretary-treasurer.

The association has continued its program of aiding civic projects by beautification of a section of one of Madison's parks, with the members contributing stock and labor. Planting of evergreens, flowering shrubs and trees and lawn in Brittingham park, which borders one of the lakes

in the central area of Madison, was completed just before the onset of winter last year.

The association originally offered its landscape services to Beautiful Madison, Inc., a civic group, which relayed the offer, together with its own pledge of cooperation, to the city park commission. The commission accepted and agreed to furnish additional soil and plantings of annuals to supplement the landscape design prepared by association officers, Richard Meland and Peter Ganshert.

Previously, the association had engaged in a widely publicized "green mile" demonstration to show highway and township officials how roadsides could be made more attractive without substantial increases in cost. The demonstration area, a wooded stretch of road at the city's outskirts, was much photographed and received the attention of supervisors of highway maintenance, as well as of municipal officials.

Membership in the association has increased. Besides the officers named, members include Norman Gill, Richard Schmidt, Homer Fieldhouse, Axel Lundstrom, Harvey Schmidt, Clifford Mathison, Robert Graves, Harold Mathison and Roger Fieldhouse.



Some of the members of the Madison Landscape Nurserymen's Association who aided in a project to beautify a section of a city park: Standing, left to right, Clifford Mathison, Peter Ganshert and Harvey Schmidt; in the foreground is Robert Graves.

Connecticut Short Course

Better Business Management

Reported by Kenneth Bradley

At the fifth Connecticut nurserymen's short course held recently in the college of agriculture auditorium at the University of Connecticut a speaker on the first day, Chester Hogan, vice-president and general manager of C. R. Burr & Co., Inc., Manchester, Conn., discussed "This Business of Ours," with apologies to E. Sam Hemming. Mr. Hogan said that, even though it is unique in many respects, the nursery industry includes many aspects which are comparable to other types of business operations.

Mr. Hogan defined business as a commercial venture undertaken for gain, with profits as the measurement of that gain, and implied that the risk in a business venture deserved its reward. He pointed out that in the nursery industry, in addition to the usual risks of business, there are many others peculiar to the particular endeavor, such as weather, insects and diseases, soil fertility and perishability of the product. He remarked that the nursery industry, as well as the general American economy, is motivated by the profit incentive, which should not be considered sinful. Mr. Hogan felt that it was presumptive for anyone to try to define what a fair profit in the nursery business should be. Profits were discussed as the reward of ownership, permitting reinvestment and expansion, which promote prosperity, jobs and more profits. Mr. Hogan said that this is the cycle of American industry, the story of America and the story of the nursery business.

Mr. Hogan next discussed two ways of measuring profits: By comparing them percentage-wise with investments and by comparing them percentage-wise with net sales, adding that he thinks the latter way is becoming the commoner.

For successful business management, Mr. Hogan said that it is necessary to predict profits accurately. He went on to discuss in some detail a simplified form of profit-and-loss statement, vital to any budgetary consideration by business management. He emphasized the necessity of management's taking the long view of a business venture and of trying to establish a budgetary goal. He reminded the group that a successful business is the result of hard work, imagination, intelligence, sufficient working capital and the ability to grow and sell good products.

He described successful management as being able to make reliable profit predictions, to control expenses and to establish and achieve goals. Mr. Hogan noted specifically that the nursery business is vitally concerned with propagation, production, knowledge of plants and plant life, the ability to harvest and store crops properly and the ability to create a kind of beauty for customers, which is a high point of the business. He noted that many nursery businesses, even though successful in these things, have failed because of poor pricing practices. The speaker believes that this matter of pricing is of great importance to the nursery business and that price is essentially

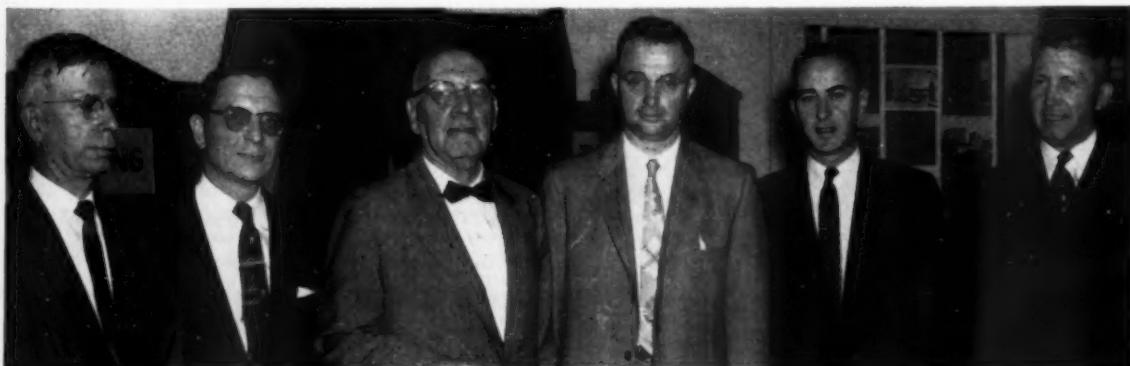
decided by the law of supply and demand, noting that the accomplishments of the nursery industry have been without government controls and subsidies.

Mr. Hogan advised that it is important for each man in this business to examine his pricing structure carefully, because it is this pricing structure that determines his income. He noted that many businesses, successful in all other respects, have failed because of poor pricing practices.

In discussing methods of making reliable predictions of sales, expenses and other variable factors, Mr. Hogan said that one can rely on past experience, available stocks, considered judgment of the market and pricing. It is important to establish a goal and to work out a budget. A budget is primarily a measuring stick by which one determines whether he has achieved the sales he set out to achieve and whether he has controlled costs as he predicted he would. A budget is what the businessman expects to achieve under normal circumstances; it cannot be unreasonable; it is not a magical end in itself.

Mr. Hogan, in preparation for this short course, had studied the profit-and-loss statements of numerous nursery businesses and illustrated his remarks with a few average figures from them. He emphasized the importance of checking on budgetary goals and of trying to improve one's business practices in the light of the

[Continued on page 144]



Program speakers at the fifth Connecticut nurserymen's short course: Left to right, Dr. James Horsfall, N. William Knight, James A. Horton, Kenneth A. Bradley, Chester Hogan and Erwin W. Whitham.

Oregon Short Course

Special Sessions at Corvallis

Talks on Winter Injury, Plastics, Sterilization, Holly and Container Growing

By Charles H. Potter

In addition to the general sessions of the first Oregon short course, which were reported in the March 1 issue of the American Nurseryman, several special sessions were held during the recent program at the Oregon State College, Corvallis. These are reported here.

Winter Injury

At one session for nurserymen and landscape gardeners, "Evaluation of Winter Injury" was the topic of a panel discussion moderated by J. F. Sprowls, county agent, Multnomah county, Gresham, Ore. Donald Martel, head of the department of landscape architecture, O. C. S., was chairman of the session.

Wayne McGill, McGill & Son Nursery, Fairview, said that after the big freeze in early November, 1955, he observed flowering trees suffered more than most shade trees. Some cherry and plum trees were completely killed, and damage to others, doubtful at the time, became apparent the following summer, when many trees died and splitting of the bark occurred. Some trees made an attempt at recovery but plum buds were completely destroyed. Among trees cut back, there was a good percentage of recovery, he said, whereas those trees not cut back suffered greater injury, and more were lost.

Paul Van Allen, Portland Wholesale Nursery Co., Portland, said that hardiness of variety did not always determine how plants reacted to the early freeze. In some instances hardier varieties suffered severe damage and the so-called tender varieties that had become dormant earlier were unhurt or only slightly injured. Some plants had split bark, which healed over later. Others were completely defoliated and, although they lived, are still not salable. Some plants, he said, lived until summer and then died.

Since the freeze, some growers have discarded the tenderer varieties and increased their stock of hardy plants. Mr. Van Allen said that two thirds of his crop was made unsalable by the freeze. Cutting back the stock immediately after the freeze saved much of it, and it will

be ready to sell again after two seasons, but the stock in Oregon is in short supply for the most part.

Damage Charted

Although not in attendance, Bert Miller, Miller Nursery Co., Milton-Freewater, sent a chart he had prepared showing his appraisal of freeze damage. The figures showed that the 1955 freeze killed 4,330 acres of fruit trees out of 4,450 in the Yakima fruit-growing area. This included 2,480 acres in prunes, 1,400 acres in apples, 250 acres in peaches and 200 acres in sweet cherries. An additional 20 acres in prunes and 100 acres in apples were badly damaged but not killed. Saved by cutting back plants or grafting were 600 acres in prunes and 800 acres in apples. Grafting was less than 20 per cent successful.

Dr. L. T. Blaney, assistant horticulturist, O. S. C., explained the process of hardening in plants and how they can, under normal circumstances, protect themselves against severe freezing. When a plant ceases growth during the summer, the leaves begin the manufacture and accumulation of carbohydrates. Later, during progressively cooler nights, stored carbohydrates are converted into sugar. During this latter process, gummy materials mix with the water in the plant cells, and the nature of the protoplasm changes and becomes more plastic. In a sense, the plant provides itself with its own antifreeze. When the plant is caught by a sudden drop in temperature, before it has had a chance to complete this process, the result is a freezing of water in the cells and a swelling which causes bursting of the plant parts and often the death of the plant. Hardened plant cells are permeable and water will move out of them rapidly if freezing weather threatens. As a protection against freezing, he advised growers to endeavor to stop growth of plants early in the fall, by discontinuing feeding.

Describes Container Growing

V. T. Stoutemyer, of the University of California at Los Angeles, spoke about container growing of

nursery stock in California. He said that container growing in California dates from 1904. Among the disadvantages of growing stock in containers he listed these: (1) Plants may become badly root-bound; (2) grades are not well standardized, and (3) if fed too heavily, plants will not stand up well. The chief advantages, he said, are that (1) growing in containers has largely overcome the seasonal nature of the nursery business; (2) stock can be sold in full bloom, and (3) replacement of stock is reduced to a minimum.

He described the various types of containers available, including gallon cans, paper containers, barrels, paper boxes, plastic containers and large shortening and carbide containers for larger stock. Watering must be more carefully and thoroughly done, he said. He advised that container plants be fed on a regular schedule and that phosphorus and calcium be placed in the soil at the start and then supplemented with other needed elements. Nurseries that have a large number of container plants find that it is easier to feed by some large-scale mechanical method using liquid fertilizer. To avoid an undesirable accumulation of salts it is necessary to water heavily enough each time so some of the water drains through.

Concerning large-size container stock, he said that nothing should be grown that two men cannot handle. In California, trees 10 to 15 feet high are grown in 15, 30 and 60-gallon containers, he said. He advised the use of crushed rock in the bottom of smaller containers and wood shavings in the larger ones. On top of the wood shavings should be placed a handful of blood meal.

Donald Martel discussed "Effect of Plant Structure." Plants of distinctive quality, he said, will have a structure which is ascending, horizontal or descending. The structure of a plant is made up of its stems, branches, leaves, flowers and/or buds. Structure and directional quality are important, he said, to the proper placement of plants. It is possible to arouse interest in many people when you put across the idea

[Continued on page 127]

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Buxus sempervirens
Cotoneaster decora lactea
Cotoneaster horizontalis
Laurel Cherry
Laurocerasus officinalis
 (English Laurel)
Elaeagnus fruitlandi
Elaeagnus simoni
Buonymus, small-leaved
Buonymus coloratus
Buonymus patens
Ilex crenata Biloxi
Ilex crenata convexa
Ilex rotundifolia
Ilex cornuta burfordi
Ilex Foster's Hybrid No. 2
Ilex cornuta femina
Ilex glabra
Ilex opaca, seedlings
Ilex opaca Arden
Ilex opaca Croonenburg
Ilex opaca East Palatka
Ilex opaca howardi
Ilex opaca Hume No. 2
Ilex vomitoria
Ilex vomitoria, dwarf
Jasminum floridum
Ligustrum lucidum nana
Ligustrum Suwannee River
Loropetalum chinense
Magnolia glauca
Magnolia grandiflora
Nandina domestica
Photinia serrulata
Viburnum burkwoodii

DECIDUOUS TREES

Cornus florida
Cornus florida rubra
Euonymus alatus compactus
Magnolia nigra
Magnolia rustica rubra
Magnolia soulangeana

CONIFERS

Arborvitae, orientalis Baker
Arborvitae, orientalis Blue Cone
Arborvitae, orientalis Bonita
Arborvitae, orientalis excelsa
Arborvitae, orientalis newarki
Arborvitae, fruitlandi
Arborvitae, American globosa
Arborvitae, American globosa compacta erecta
Arborvitae, Pyramidal American
Arborvitae, Dark Green American
Cypress, Blue Lawson
Juniper, Andorra
Juniper, chinensis procumbens
Juniper, excelsa stricta
Juniper, communis fastigiata
Juniper, hetzi glauca
Juniper, pfitzeriana
Juniper, pfitzeriana compacta
Juniper, pfitzeriana nana
Juniper, virginiana repandens
Juniper, sargentii
Juniper, sabina
Juniper, chinensis Sylvestris
Juniper, sabina vasehron
Juniper, sabina vasehron, sheared globes
Juniper, sabina vasehron, sheared pyramids
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COMING EVENTS

MEETING CALENDAR

March 11 to 13—Southern chapter, National Shade Tree Conference, convention, Shamrock-Hilton hotel, Houston, Tex.

April 11 and 12—Holly Society of America, 10th anniversary meeting, first day at National Arboretum, Washington, D. C., and second day at University of Maryland, College Park, Md.

May 9 to 11—Western chapter, National Shade Tree Conference, convention, Ahwahnee hotel, Yosemite National park, Calif.

May 23 to 25—Florida Nurserymen and Growers Association, annual convention, Golden Gate hotel, Miami Beach, Fla.

May 26 to 28—Alabama Nurserymen's Association, annual convention, Dinkler-Tutwiler hotel, Birmingham, Ala.

June 3 to 5—Louisiana nurserymen's short course, Southwestern Louisiana Institute, Lafayette, La.

June 5 and 6—California Association of Nurserymen, ninth annual refresher course, ornamental horticulture unit, California State Polytechnic College, San Luis Obispo, Calif.

July 21 to 25—American Association of Nurserymen, annual convention, Hotel Fontainebleau, Miami Beach, Fla.

FLORIDA CHOOSES SITE

The Florida Nurserymen and Growers Association will hold its 1957 convention at the Golden Gate hotel, Miami Beach, according to James F. Griffin, Jr., the association's executive secretary. May 23 to 25 are the dates set for the event.

CALIFORNIA COURSE

Howard C. Brown, head of the ornamental horticulture department of the California State Polytechnic College, San Luis Obispo, announces that the dates of June 5 and 6 have been chosen for the ninth annual refresher course sponsored by the California Association of Nurserymen. The course will be held at the ornamental horticulture unit on the college campus at San Luis Obispo.

The course will open with a joint general session and will then be split into two concurrent programs, one for retailers and one for wholesalers.

SOUTH FLORIDA COURSE

A south Florida nursery short course, to be held at the vocational agriculture center, Miami, has been announced by John D. Campbell, Dade county agricultural agent. The course will be sponsored by the Florida agricultural extension service, local chapters of the Florida Nurserymen and Growers Association and the South Florida Garden Sup-

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- | Grade | Variety |
|-------|---------------------------|
| 1/2 I | Apricot Queen |
| | Babe Ruth |
| | Burnaby |
| | Capistrano |
| | Damon Runyon |
| | Diamond Jubilee |
| | Dr. Debaf |
| | Eden Rose |
| | Edith Willkie |
| | Fred Howard |
| | Golden Anniversary |
| | Gordon Eddie |
| | Grande Duchesse Charlotte |
| | Happiness |
| | Heart's Desire |
| | Horace McFarland |
| | Mme. Chiang Kai-Shek |
| | Orange Sweetheart |
| | Queen Elizabeth |
| | Remembrance |
| | San Fernando |
| | Sleigh Bells |
| | Sun Valley |
| | Suzon Lotte |
| | Symphony |
| | The Duke |
| | Tiffany |
| | Tom Breneman |

Patented Floribundas

- Amy
- Baby Blaze
- Carrousel
- Cocco

Patented Floribundas
(Continued)

- | Grade | Variety |
|-------|------------------|
| 1/2 I | Crimson Rosette |
| | Donald Prior |
| | Fashion |
| | Geranium Red |
| | Glacier |
| | Goldilocks |
| | Independence |
| | Irene of Denmark |
| | Jiminy Cricket |
| | Lilibet |
| | Mandarin |
| | Ma Perkins |
| | Pink Bountiful |
| | Pink Rosette |
| | Red Favorite |
| | Red Pinocchio |
| | Sister Kenny |
| | Smiles |
| | Vogue |
| | World's Fair |

Patented Climbers

- Cl. Chrysler Imperial
- Cl. Dr. J. H. Nicolas
- Cl. Dream Girl
- Cl. Floradora
- Cl. Gladiator
- Cl. Goldilocks
- Cl. Heart's Desire
- Cl. King Midas
- Cl. Mme. H. Guillot
- Cl. Pink Cloud
- Cl. Pinocchio
- Cl. Summer Snow

Nonpatented Climbers

- | Grade | Variety |
|-------|-------------------------|
| 1/2 I | Cl. Blaze |
| | Cl. City of York |
| | Cl. Doubloons |
| | Cl. Inspiration |
| | Cl. Mary Wallace |
| | Cl. Mrs. E. P. Thom |
| | Cl. New Blaze |
| | Cl. New Dawn |
| | Cl. Paul's Lemon Pillar |
| | Cl. Reveil Dijonais |
| | Cl. Silver Moon |
| | Cl. Snowbird |
| | Cl. Talisman |
| | Cl. Temptation |
| | Cl. White Dawn |
| | Cl. Zenith |

Nonpatented Babies

- Dick Koster
- Gloria Mundi
- Margo Koster

Nonpatented Babies

- | Grade | Variety |
|-------|--------------------|
| 1/2 I | Mother's Day |
| | Orange Triumph |
| | Triomphe Orleansis |

Nonpatented Floribundas

- Alain
- Charlie McCarthy
- Dagmar Spath
- Else Poulsen
- Erna Grootendorst
- Eutin
- Floradora
- Frensham
- Garnette
- Improved Lafayette
- Pink Gruss an Aachen
- Poulsen's Bedder
- Red Ripples
- Royal Chinook
- Snowbank
- The Fairy

EASTERN NURSERYMEN: Contact Frank C. Donovan, 130 E. 233rd Street, Euclid, Ohio.



PETERSON & DERING

ROSE GROWERS • SCAPPOOSE, OREGON

TELEPHONE SCAPPOOSE 2361





This tested
sell faster
item

Sprinkler Merchandise

**NOT A KIT...it has
a stock of pieces**

As the number of sprinkler systems grows, so does the variety of fittings and length of pipe required. The merchandiser permits the customer to select the parts he wants for his own system.

Order from your wholesaler—TODAY

It's easy to get into this rapidly-growing sprinkler system business. Simply ask your wholesaler to send you the Gates S-1 Merchandiser. It includes:

- Fittings for 8000 sq. ft. of lawn
- Colorful "self-selling" counter display
- Water-flow gauge, installation booklets, banners and hand-out pieces

Pipe is priced separately from the Merchandiser



Gates Underground

Merchandiser helps you sterrowing "Big Ticket" ite, the business

Whether you cater to the "Do-it-yourself" underground sprinkler market or provide installation services... if this Gates Merchandiser makes it easy to make big ticket sales— everything needed for complete pipe-in-service underground sprinkler systems is in it. Almost every seed, permit, and mower purchaser is a live prospect.

And your profits are handsome! Look: a \$271 sale (the average) you make

\$90. That's on parts alone. If you install the system, of course you make still more.

Gates Sprinkler Systems employ polyethylene pipe that can be cut with a pocket knife—and fittings that anyone can attach with a screwdriver. A typical system can be installed in a single day.

Gates 50-P polyethylene pipe is impervious to soil acids... won't corrode or crack from freezing... can't rust. It's light, flexible, easy to handle.

Installation Guides Furnished FREE

With the Gates Merchandiser you receive a supply of "How to Do It" guides... telling your customers all they need to know about installing underground sprinkler systems.

ALSO—you are provided with an easy-to-use water-flow gauge which you may loan to customers. It enables them to measure available water supply simply and accurately... and to design a professional quality system, which will water all the lawn evenly.

The Gates Rubber Co., Denver, Colorado



unprinkler System

BIRD PERENNIAL POTS

A better perennial pot for perennials, roses, vines and shrubs. Made of a tough material, with hard, smooth coating inside and out. Solid stapled bottom; openings for drainage.

Height	Top dia.	Per Case of 200	Per 1000	Weight Per 1000
5-in.	8-in.	\$13.60	\$65.00	325 lbs.
5½-in.	5-in.	8.50	39.50	165 lbs.
6½-in.	6-in.	12.10	56.50	220 lbs.
9½-in.	7-in.	14.50	69.00	355 lbs.

F.O.B. Chicago or East Walpole, Mass.

BIRD PAPER POTS

VITA-POTS: Grow and ship in the same pot—saves labor and leaves root ball undisturbed. Nutrient treatment, so successful in Vita-Bands, now applied to this sturdy resinous pot.

RED POTS: For shipping only. Not recommended for growing. Lightweight and sturdily made to protect root ball from breakage—inner wax coating prevents drying out. A must to preserve top quality of plants in transit.

Prices per 1000		
Vita-Pots	Red Pots	
2-in.	\$14.60	\$ 8.60
2½-in.	14.95	8.60
3-in.	15.50	8.70
3½-in.	17.40	9.15
4-in.	22.70	12.20
5-in.	25.70	14.70
5½-in.	33.40	18.15
6-in.	44.10	22.25

F.O.B. Chicago or East Walpole, Mass.

BIRD VITA-BANDS

VITA-BAND D

Contains root growth until grower chooses to let root through band. Only quick, slight pressure is needed to crack band. Do not remove Vita-Band D when transplanting. Band disintegrates in the soil, permitting free growth of roots from time of transplant. Nutrient-treated with quickly available plant food.

VITA-BAND 10

For short growing periods. Will usually contain root growth up to approximately 8 to 10 weeks. Nutrient-treated with quickly available plant food; your judgment determines need for additional feeding. Removed at time of transplant.

VITA-BAND H

New nutrient-treated successor replaces Vita-Band 40. Controls root growth of plants which demand extra-long growing periods.

Price per 1000

	1½x1½ x2½	1¾x1¾ x2½	2x2 x2½	2x2x3 x3	2½x2½ x3	3x3x3	4x4x3	4x4x4
10	\$3.90*	\$4.20*	\$4.80*	\$5.30*	\$6.00*	\$6.90	\$ 9.00	\$11.25
D	\$4.05*	\$4.35*	\$4.50*	\$5.60*	\$6.05*	\$7.05	\$ 9.25	\$11.60
H	...	\$5.60	\$5.95	\$7.10	\$7.65	\$8.50	\$10.45	\$12.90

*Packed 2000 per case. F.O.B. Chicago or East Walpole, Mass.

AMERICAN BULB COMPANY

1335 W. Randolph
CHICAGO 7, ILL.



Telephone:
HAYmarket 1-6774

ply Association. Opening events of the short course are scheduled for March 21, and the remaining sessions will be held June 21 and 22.

The March meeting will be devoted to subjects related to pests of ornamental plants, with films, exhibits and demonstrations of equipment planned. Garden supply dealers and pest control operators will participate, as well as nurserymen. The June sessions will cover subjects of interest only to nurserymen.

The south Florida short course was planned for the many nurserymen of the area who find it difficult to attend the short course held annually at the University of Florida, Gainesville.

LOUISIANA DATE SET

June 3 to 5 are the dates chosen for the Louisiana nurserymen's short course. Sessions of the course will be held at Southwestern Louisiana Institute, Lafayette.

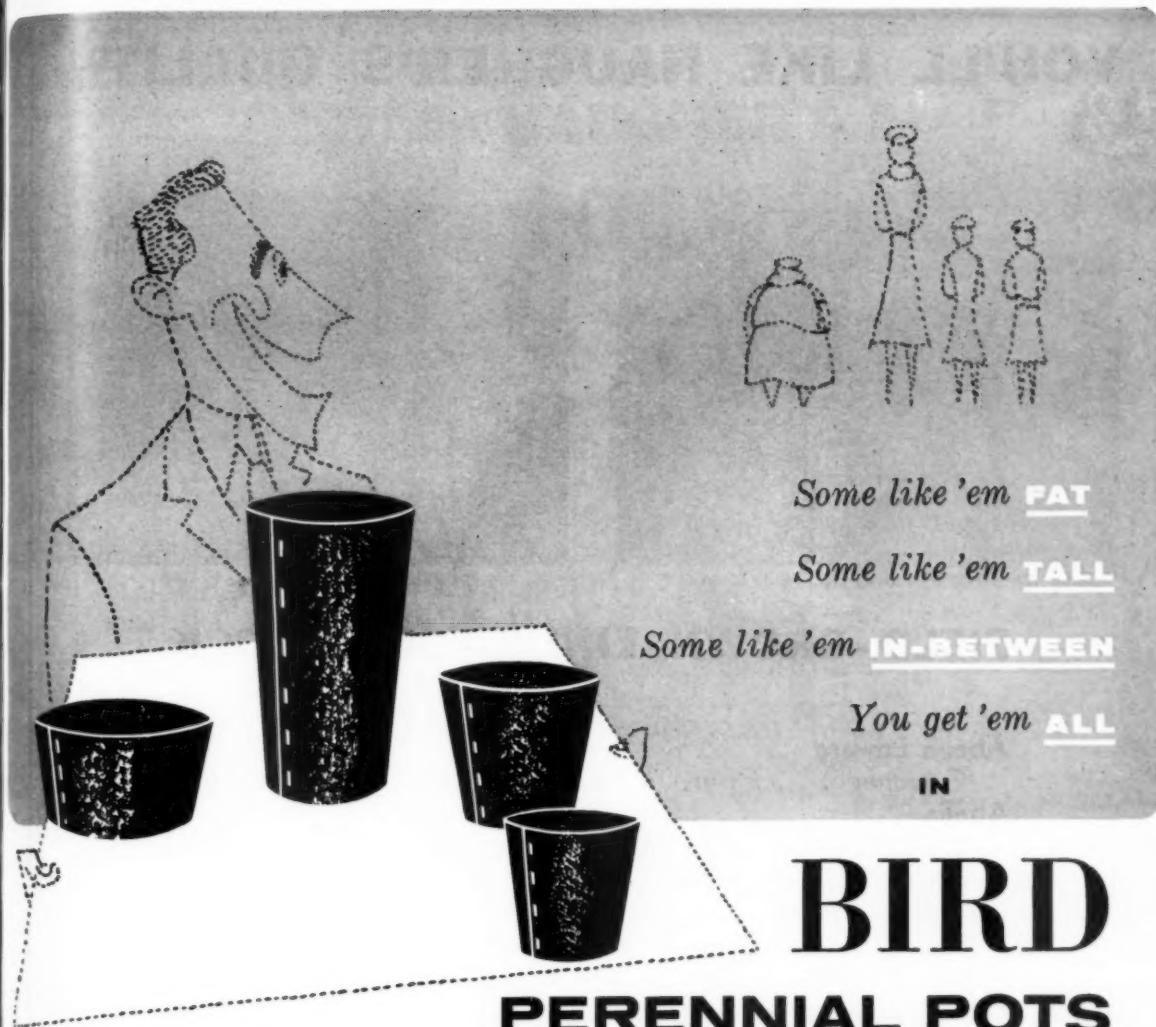
INDIANA ROSE FESTIVAL

The 17th annual Hillsdale rose festival will be held June 8 and 9 in the rose gardens of the Hillsdale Nurseries, Indianapolis, Ind., according to Alex Tuschinsky, owner of the nursery and the Hillsdale Landscape Co. The festival will feature the nursery's annual, perennial and rock garden displays in addition to the formal gardens where 15,000 hybrid tea, floribunda, grandiflora and climbing rosebushes, including all of the All-America award winners, will be on exhibit.

Marking the formal opening of the gardens for the season, the festival offers a water ballet, diving competition and other events as additional attractions. Free parking space is available close to the gardens to accommodate the anticipated attendance of over 30,000. Visitors are welcome from 9 a. m. to sundown daily all summer, to view the plantings. The location is on Road 100, northeast of Indianapolis.

TUCKAMONY NURSERY, operated by Forrest C. Crooks at New Hope, Pa., has expanded its operations to include the manufacture of polyethylene-lined wire baskets for nursery use.

ORNAMENTALS, particularly evergreens, will be grown at the recently established John C. Breakey Quality Nursery, P. O. Box No. 246, Ramsey, N. J., for use in Mr. Breakey's landscape work and for retail sale.



*Some like 'em **FAT***

*Some like 'em **TALL***

*Some like 'em **IN-BETWEEN***

*You get 'em **ALL***

IN

BIRD PERENNIAL POTS

For growing all kinds of perennials, bulbs and shrubs — from Azaleas to Zenobias — you get just the right size in Bird Perennial Pots. And they're tough, lightweight, inexpensive.

Popular 5" height is ideal for mums. 5½" and 6½" heights accommodate a wide

variety of perennials. 9½" height is perfect for roses and other large bushes.

Bird Perennial Pots come to you completely assembled, with solid stapled bottom. Hard coating inside and out adds to durability. Openings in bottom allow proper drainage.

Order from your distributor or send coupon for complete information.

PRICES

Heights	5"	5½"	6½"	9½"
Top Diameter	8"	5"	6"	7"
Bottom Diameter	7"	4"	4½"	5½"
List Price Per Thousand	\$65	\$39.50	\$56.50	\$69

See your distributor for delivered prices



Bird & Son, inc.
Dept. AN-10
East Walpole, Massachusetts

Please send me complete literature and growing instructions on Bird Perennial Pots.

Name.....

Street & No.

City & State.....

YOU'LL LIKE NAUGHER'S QUALITY



NAUGHER'S Ready-to-plant Pfitzer Liners



NAUGHER'S Field-grown Andorra Liners

FIELD-GROWN LINING-OUT STOCK

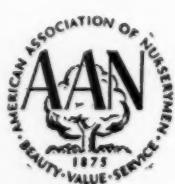
		Each per 100	Each per 1000	Each per 5000 to 15,000
Abelia Edward				
Goucher . . .	1-yr. 6 to 12 ins.	15c	12½c	10c
Abelia				
grandiflora . . .	1-yr. 6 to 12 ins.	15c	12½c	10c
Andorra Juniper .	1-yr. 6 to 12 ins.	15c	12½c	10c
Fastigiata Juniper .	1-yr. 6 to 12 ins.	15c	12½c	10c
	2-yr. 8 to 18 ins.	20c	17½c	15c
Greek Juniper . . .	1-yr. 6 to 12 ins.	15c	12½c	10c
Hetz Juniper . . .	1-yr. 6 to 12 ins.	17½c	15c	12½c
Irish Juniper . . .	1-yr. 6 to 12 ins.	15c	12½c	10c
Pfitzer Juniper . .	1-yr. 6 to 12 ins.	20c	17½c	15c
Compact Pfitzer				
Juniper	1-yr. 6 to 12 ins.	20c	17½c	15c
Savin Juniper . . .	1-yr. 6 to 12 ins.	15c	12½c	10c

50 OR MORE PLANTS AT 100 RATE 1000 OR MORE PLANTS AT 5000 RATE
 300 OR MORE PLANTS AT 1000 RATE Please Order in Multiples of 25!

NAUGHER'S field-grown evergreen liners are produced under ideal conditions—properly irrigated, cultivated, fertilized, root-pruned—thus a hardy, well-rooted liner. Our liners are dug, graded and made ready for shipment within a 48-hour period. You can rest assured that Naugher's liners have not been stored except under nature's storage conditions.

Don't Delay . . . Book Your Order Now . . . Fall or Spring Delivery

Write today for fall and spring catalog.



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Why Settle for Less

When NAUGHER'S Are Best!

PINK DOGWOOD

(*Cornus florida rubra*)

America's Favorite Flowering Tree

ONE-YEAR

	Each	Each	Each
	per	per	per
	10	100	1000
12 to 18 ins., bare-root	\$1.00	\$0.75	\$0.65
18 to 24 ins., bare-root	1.25	1.00	.90
24 to 30 ins., bare-root	1.50	1.25	1.15
30 to 36 ins., bare-root	1.75	1.50	1.25

TWO-YEAR

	Each	Each	Each
	per	per	per
	10	100	1000
2 to 3 ft., bare-root	... \$2.00	\$1.75	\$1.50
3 to 4 ft., bare-root	... 2.50	2.00	1.75
4 to 5 ft., bare-root	... 3.50	3.00	2.75
5 to 6 ft., bare-root	... 4.50	4.00	3.75

BALLED AND BURLAPPED

	Each	Each	Each
	per	per	per
	10	100	1000
2 to 3 ft., B&B	... \$2.50	\$2.00	\$1.75
3 to 4 ft., B&B	... 3.00	2.50	2.25
4 to 5 ft., B&B	... 4.00	3.50	3.25
5 to 6 ft., B&B	... 5.00	4.50	4.25

- Budded on Transplanted Seedlings
- Heavy, Fibrous Root System
- Sturdy Caliper

- Heavily Branched
- Properly Grown
- Liberally Graded

You'll Like NAUGHER'S Quality!

50 or more at 100 rate.

300 or more at 1000 rate.

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Write today for fall and spring catalog.



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A VOICE OF EXPERIENCE!

"I have been buying from C. R. Burr & Co. for the past ten years and have had wonderful service and consideration at all times, plus very good merchandise in the most attractive packaging on the market today."

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Newburgh Nursery Co.
Newburgh, N. Y.

Whether you're just starting a garden mart or you have been established for years, we think that we can offer you products and services that will help you where it counts—the profit column.

We believe you'll agree these are good reasons to BUY BURR:

1. Plants of the highest quality.
2. The finest packaging in the industry.
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C. R. Burr & Co., Inc.

Manchester, Connecticut
or Phone Mitchell 3-4161

COVER ILLUSTRATION

Zelkova Serrata

The ever-increasing, fast-spreading incidence of Dutch elm disease, so deadly to the American elms makes present planting of this species a somewhat optimistic practice. Thus far, no positive control methods have been devised, and it is apparently doubtful that Dutch elm, along with other blights of similar virulence, will be successfully controlled until tree pathologists perfect a method of immunization by inoculation. Meanwhile, cautious planters seek a satisfactory substitute for this fine tree of graceful beauty which has given so much charm to so many communities for so many years.

Zelkova serrata, of the elm family, is a handsome round-headed species



with clean-cut, pleasing elm-like foliage that is quite resistant to Dutch elm disease.

Introduced from Japan about 1861 and hardy in much of the temperate zone, this species matures enough smaller than *Ulmus americana* to make maintenance costs considerably less. In cultivation, even under good growing conditions, it will likely not exceed 60 feet, though attaining greater size where native. Commonly called Japanese keaki, Zelkova serrata does best in good, well-drained soil, but with a little cultural care is quite tolerant to less than ideal conditions. It is an excellent choice for street use, park specimens and landscape work and, where consistent with space limitations, makes a splendid shade tree. In many urban localities, zelkova would be a far better tree, for all

*Sturdy
tip-
proof*

Cloverset
HANDY CARTS

Well-balanced nursery carts of strong welded steel with 24x30x6-in. bed; holds 12 potted roses or equivalent in safe upright position. Two free-swiveling, ball-bearing, 10x1.75-in. wheels have semi-pneumatic tires. Shipping weight approximately 45 lbs.; shipped in carton and easily assembled.

\$27.50
F.O.B. Kansas City



**Extra sales
for extra
profits with
Cloverset**



ROSE & GARDEN DUST

Customers who buy good stock appreciate products that help keep it "in the pink"; our high-Lindane formula has proved excellent for easy control of insects and diseases which attack flowering plants. In 50-lb. sacks for nursery use, and four resale sizes: 8-oz. sifter, 12-oz. dust gun, 1-lb. sifter and 4-lb. refill, all at 33½% dealer's discount. Use coupon for complete information.

**Practical Products for
the modern nursery, from**



105th and Wornall Rd.
KANSAS CITY 14, MO.

CLOVERSET FARM, Dept. A

105th and Wornall, Kansas City 14, Mo.

Please send items checked:

- Handy Cart(s) at \$27.50
F.O.B. Kansas City.
- Complete information on Cloverset
Rose Dust.

Name

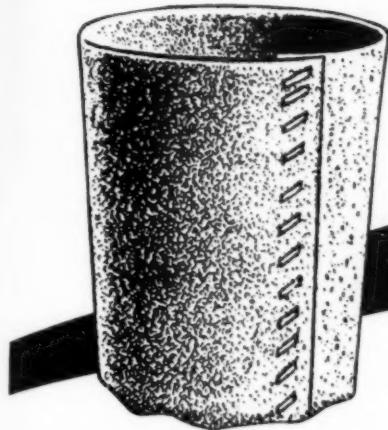
Firm

Address

MARCH 15, 1957

29

As any practical nurseryman who's used them all can tell you,
when it comes to pots for potting
stock for cash-and-carry sales,



ONE STANDS OUT!

THE *Cloverset* POT

has **EVERY** feature for easier handling and easier sales

1. Lasts a full year or more in the sales frame.
2. Contains roots safely within the soil ball; permits transplanting any time.
3. Has adequate bottom opening for good drainage without waterlogging; no gravel necessary.
4. Rests on wide bottom; no blowing over in the frames.
5. Available in sizes to accommodate stock of any salable size.
6. Is neat and uniform in appearance, an asset to the sales area.
7. Tough enough to permit easy handling in potting shed and frame.
8. Easy for customer to remove—at once, a week later or even a month after they take stock home.
9. Lightweight (but with all these qualities) to save on freight costs.
10. . . . and sufficiently low priced so that it may be given away with the plant.

ONLY CLOVERSET POTS give you all these features. In addition, they come stacked in cartons with bottom flaps folded in, ready to use; even inexperienced workers in the potting shed can do a neat job with Cloverset Pots! Order now and be all set for profitable cash-and-carry sales.

Cloverset Pot Prices F.O.B. Kansas City, Mo., and Moorestown, N. J.

SIZES FOR EVERY NEED:

roses, perennials,
shrubs, young trees

SIZE	HEIGHT	Top Diam.	Nearest Clay Pot	No. in Carton	WEIGHT	F.O.B. KANSAS CITY	F.O.B. MOORESTOWN, N. J.	
						Per 100	Per 1000	
No. 0	5½ ins.	5 ins.	6 ins.	200	Per 1000 210 lbs.	\$3.75	\$35.00	
No. 1	6½ ins.	6 ins.	7 ins.	100	340 lbs.	4.75	5.00	
No. 2	9½ ins.	7 ins.	8 ins.	100	330 lbs.	4.75	5.00	
No. 3	9 ins.	8 ins.	9 ins.	100	600 lbs.	5.75	60.00	
No. 4	13 ins.	12 ins.	...	25	Per 100 133 lbs.	25 pots, \$7.00; 50 pots, \$13.25; 75 pots, \$19.75; 100, \$23.75; 1000, \$210.00.	26.75	240.00

(We do not break cartons)

ORDER NOW; HAVE POTS ON HAND FOR SPRING POTTING!

CLOVERSET FARM, Dept. A
105th and Wornall Rd.
Kansas City 14, Mo.

Please send items checked: I enclose
 Sample set of 5 pots, 50c (limit one).
 Complete information about Cloverset Pots.

NAME
FIRM
ADDRESS



105th and Wornall Rd. KANSAS CITY 14, MO.
EASTERN DISTRIBUTOR, Moorestown Gardens, Moorestown, Burlington Co., N. J.

DO YOU? WANT THE WORLD?

IN—your garden

- your nursery
- your display grounds
- your landscape plantings

FOR—interest

- variation
- beauty
- utility

DO YOU?

Have the joy and satisfaction of growing evergreens from all over the world.

EXOTICS FROM FAR COUNTRIES NATIVES FROM OUR OWN HOMELAND

HOW ABOUT THESE?

SHERWOOD PAYS THE COST

The prices here quoted include expert packing and delivery of lining-out stock to you, **all shipping charges prepaid** to any point in the United States, Canada and Alaska. Lining-out stock is marked with an asterisk*. The prices on B.R. stock are F.O.B. Portland. No packing charge on any stock.

*25 at 100 rate

250 at 1000 rate

From Chinese Specie

Abelia (Edward Goucher)

Choice upright, abundant flowers.

*6 to 12 ins., once transplanted \$14.00 \$112.00

From Western America

Abies concolor (White Fir)

Symmetrical growth and beautiful bluish foliage.

*3 to 6 ins., not transplanted \$10.00 \$ 80.00

From High Western Mountains

Abies lasiocarpa (Alpine Fir)

Slender picturesque conifer, silvery tinged foliage.

*3 to 6 ins., once transplanted \$11.00 \$ 88.00

From Europe in Shady Places

Ajuga reptans rubra (Purple-leaved Bugle)

Rich green, slightly bronzed foliage, blue flower.

*1-yr. plants \$ 8.00 \$ 64.00

From Asia

Aucuba japonica variegata (Gold-dust Aucuba) (Female)

Leaves large, glossy, splashed with gold.

*6 to 9 ins., once transplanted \$18.00 \$144.00

From Oregon

SHERWOOD AZALEAS

(Originated and introduced by Sherwood Nursery Co.)

Wonderful dwarf evergreens. Hardy and compact. We have never been able to keep up with the demand for these three beauties. We are proud of them. They are tops.

Sherwood Cerise Azalea

Flowers bright clear cerise, brilliantly lovely.

*3 to 6 ins., once transplanted \$15.00 \$120.00

Sherwood Orchid Azalea

Clear lavender with speckled throat.

*1 to 3 ins., once transplanted \$12.00 \$ 96.00

12 to 15 ins., twice transp., B&B or B.R., 102.00

Sherwood Red Azalea

The most brilliant blood red imaginable.

*6 to 9 ins., once transplanted \$20.00 \$160.00

From South America

Berberis darwini (Darwin Barberry)

Foliage is deep green, orange-colored flowers.

*6 to 9 ins., once transplanted \$18.00 \$144.00

From South American Specie

Berberis dulcis nana

One of the best low hedge and border plants.

*1 to 3 ins., once transplanted \$12.00 \$ 96.00

From China

Berberis julianae (Wintergreen Barberry)

One of the best upright barberries.

*1 to 3 ins., once transplanted \$15.00 \$120.00

From South American Hybrid

Berberis stenophylla erwi (gracilis)

Low-growing, gracefully spreading shrub.

*1 to 3 ins., once transplanted \$15.00 \$120.00

From China

Berberis verruculosa

One of the hardiest and best of barberries.

*1 to 3 ins., once transplanted \$15.00 \$120.00

From the European Specie

Calluna vulgaris aurea (Golden Heather)

Appeals to all who see it. Hardy, new.

18 to 24 ins., twice transplanted, B&B \$122.00

From the Oriental Specie

Camellia japonica (Cheerful)

Double, perfectly shaped and bright red.

*1 to 3 ins., once transplanted \$16.00 \$120.00

Camellia japonica (Pink Perfection)

Double clear pink flowers, perfectly formed.

*1 to 3 ins., once transplanted \$16.00 \$120.00

DID YOU KNOW?

That there are over 170 species of barberry in Africa, Europe, Asia and the Americas.

From the Oregon Specie

Chamaecyparis lawsoniana minima glauca Per 100 Per 1000

(Little Blue Cypress)

A beautiful true dwarf, dark and

dense, bluish-green foliage.

*4 to 6 ins., twice transplanted \$35.00 \$280.00

From the Oregon Specie

Chamaecyparis lawsoniana monumental (Cerulea)

Slender column with the sky-blue or azure foliage.

5 to 6 ft., twice transplanted, B&B \$223.00

From the Oregon Specie

Chamaecyparis lawsoniana stewarti (Winter Golden Cypress)

Stately in habit, with green and gold foliage.

18 to 24 ins., twice transp., B.R., near specimen \$65.00

From the Japanese Specie

Chamaecyparis obtusa nana (Dwarf Hinoki Cypress)

A real genuine dwarf having exceedingly dense, heavy foliage.

*3 to 4 ins., twice transplanted \$25.00 \$200.00

From the Japanese Specie

Chamaecyparis pisifera filifera nana aurea (Dwarf Golden Thread Cypress)

Heavy type. Velvety, dark golden filaments.

*6 to 9 ins., once transplanted \$20.00 \$160.00

From Goodness Knows Where

Cytisus purgans (Provence Broom)

Hardy dwarf, compact globe, very fine.

*12 to 18 ins., once transplanted \$20.00 \$160.00

From Europe

Daphne mezereum rubra (Red February Daphne)

Delightfully fragrant, lilac-purple flowers.

*3 to 6 ins., not transplanted \$13.00 \$104.00

From Alps Specie

Erica carnea sherwoodi (Sherwood Creeping Heath)

Low-growing. Flowers bright carmine-red.

*3 to 6 ins., once transplanted \$12.00 \$ 96.00

<i>From Alps Specie</i>			
<i>Picea carnea</i> (Springwood White)	Per 100	Per 1000	
Fine low-growing heath. Flowers pure white.			
*6 to 9 ins., twice transplanted	\$22.00	\$176.00	
DID YOU KNOW?			
That on the moors the principal food of sheep and game birds is heather.			
<i>From the Japanese Specie</i>			
<i>Glycyrrhiza radicans coloratus</i> (Purple-leaved Winter Creeper)			
A trailing evergreen, very hardy.			
*9 to 24 ins., once transplanted	\$22.00	\$176.00	
<i>From Eastern North America</i>			
<i>Gaultheria procumbens</i> (Wintergreen)			
Fine foliage, pink flowers, red berries, superb.			
*2-yr., once transplanted	\$10.00	\$80.00	
<i>From European and Asiatic Specie</i>			
<i>Hedera helix arborescens</i> (Bush English Ivy)	Per 100	Per 1000	
Very bush form.			
*3 to 6 ins., once transplanted	\$15.00	\$120.00	
<i>From Japan</i>			
<i>Juniperus chinensis sargentii</i> (Sargent Juniper)			
Bluish-green, low-growing, spreading juniper.			
*12 to 15 ins., twice transplanted, B&B	\$102.00		
<i>From Northern North America</i>			
<i>Juniperus horizontalis glauca</i> (Blue Creeping Juniper)			
Steel blue cypress-like foliage.			
*18 to 24 ins., twice transplanted, B&B	\$154.00		
<i>From Holland Probably</i>			
<i>Juniperus sabina vonehron</i> (Von Ehren Juniper)			
Bushy habit, vase-shaped, spectacular.			
*24 to 30 ins., twice transplanted, B&B	\$182.00		
<i>From Our Rocky Mountains</i>			
<i>Juniperus scopulorum</i> (Rocky Mountain Juniper)			
The well-known and justly popular western juniper.			
*3 to 6 ins., not transplanted	\$10.00	\$80.00	
<i>From China</i>			
<i>Juniperus squamata meyeri</i>			
Dense, heavy, plumelike branches, deep blue.			
*3 to 6 ins., once transplanted	\$15.00	\$120.00	
<i>From Eastern North America</i>			
<i>Juniperus virginiana</i> (Red Cedar)			
A compact pyramidal tree of great hardiness.			
*3 to 6 ins., not transplanted	\$9.00	\$72.00	
<i>From Eastern North America</i>			
<i>Laurus nobilis</i> (Mountain Laurel)			
Compact shrub, bouquets of lovely flowers.			
*1 to 6 ins., once transplanted	\$15.00	\$120.00	
<i>From the Pacific Northwest</i>			
<i>Mahonia aquifolium</i> (Oregon Grape)			
Attractive in foliage, flower and fruit.			
*3 to 5 ins., not transplanted	\$10.00	\$80.00	
<i>From the Pacific Northwest</i>			
<i>Mahonia nervosa</i> (Long-leaved Holly Grape)			
Plants grow 12 to 18 ins. tall, beautifully fernlike in form.			
*3 to 6 ins., not transplanted	\$10.00	\$80.00	
<i>From Japan</i>			
<i>Maianthemum terminalis</i> (Japanese Spurge)			
Especially valuable as a ground cover.			
*2-yr. plants	\$10.00	\$80.00	
<i>From Western Mountains</i>			
<i>Picea engelmanni</i> (Engelmann Spruce)			
Narrow pyramid, bluish-green to steel-blue foliage.			
*6 to 9 ins., once transplanted	\$11.00	\$88.00	
<i>From Northern Europe</i>			
<i>Picea engelmanni</i> (Engelmann Spruce)			
Holds a place of deserved esteem.			
*9 to 12 ins., once transplanted	\$13.00	\$104.00	
<i>From the European Specie</i>			
<i>Picea excelsa mucronata</i> (Dwarf Norway Spruce)			
Dwarf, dense, rounded pyramid. One of the best.			
*6 to 9 ins., twice transplanted, B.R., specimens	\$65.00		
<i>From the European Specie</i>			
<i>Picea excelsa pygmaea</i> (Pygmy Spruce)			
Exceedingly dense, dark green, dwarf conifer.			
*1 to 3 ins., once transplanted	\$15.00	\$120.00	

<i>From Alberta</i>			
<i>Picea glauca albertiana</i> (Alberta Spruce)	Per 100	Per 1000	
Narrow pyramidal habit, dark green foliage.			
*1 to 3 ins., not transplanted	\$4.00	\$32.00	
<i>From South Dakota</i>			
<i>Picea glauca densata</i> (Black Hills Spruce)			
A handsome, hardy tree of symmetrical habit.			
*1 to 3 ins., not transplanted	\$4.00	\$32.00	
<i>From the Himalayan Mountains</i>			
<i>Pinus griffithii</i> (Griffith Pine)			
Sometimes called the blue pine. Rare.			
*6 to 9 ins., not transplanted	\$11.00	\$88.00	

<i>From the West Coast</i>			
<i>Pinus jeffreyi</i> (Jeffrey's Pine)			
Picturesque, spire-shaped conifer.			
*9 to 12 ins., once transplanted	\$18.00	\$144.00	

<i>From High European Mountains</i>			
<i>Pinus mughus compacta</i> (Mugho Pine)			
A dense, stout, dwarf evergreen.			
*6 to 9 ins., twice transplanted, B.R., near specimen	\$49.00		
*9 to 12 ins., twice transplanted, B.R., near specimen	\$65.00		
<i>From the West</i>			
<i>Pseudotsuga douglasii</i> (Douglas Fir)			
Colorado silver-gray strain, a truly stately tree.			
12 to 18 ins., once transplanted, B.R.	\$20.00	\$160.00	
<i>From Japan</i>			
<i>Skimmia japonica</i> (Oriental Skimmia)			
Densely branched, low-growing shrub.			
*3 to 6 ins., once transplanted	\$14.00	\$112.00	
<i>From Europe and Africa</i>			
<i>Taxus baccata</i> (English Yew)			
This is the old favorite of English gardens.			
12 to 15 ins., twice transp., B.R., hedge grade	\$61.00		

DID YOU KNOW?		
That <i>Taxus cuspidata</i> is really a geographical form of <i>Taxus baccata</i> .		

<i>From the European and African Specie</i>			
<i>Taxus baccata fastigiata aurea</i> (Golden Irish Yew)			
Golden form of the well-known Irish Yew.			
*6 to 9 ins., once transplanted	\$24.00	\$192.00	
<i>From the Orient</i>			
<i>Taxus cuspidata</i> (Japanese Yew)			
One of the most satisfactory of all dwarf evergreens.			
*6 to 9 ins., twice transplanted	\$24.00	\$192.00	

<i>From Eastern North America</i>			
<i>Thuya occidentalis</i> (American Arborvitae)			
Compact narrow pyramid, justly esteemed.			
*18 to 24 ins., twice transplanted, B.R., hedge grade	\$49.00		
2 to 3 ft., twice transplanted, B.R., hedge grade	\$73.00		
3 to 4 ft., twice transplanted, B&B	\$142.00		

<i>From the North American Specie</i>			
<i>Thuya occidentalis nana</i> (Little Globe Arborvitae)			
Bright green foliage packed in heavy layers.			
15 to 18 ins., three times transplanted, B&B	\$122.00		
<i>From the North American Specie</i>			
<i>Thuya occidentalis pyramidalis</i> (American Pyramidal Arborvitae)			
A most desirable column, dense and compact.			
6 to 7 ft., twice transplanted, B&B	\$264.00		
<i>From Eastern North America</i>			
<i>Tsuga canadensis</i> (Canada Hemlock)			
Conifer of graceful, pleasing habit of growth.			
*6 to 9 ins., not transplanted	\$12.00	\$96.00	
<i>From Europe and North America</i>			
<i>Veronica officinalis</i> (Ground Speedwell)			
Ground cover for shady places.			
Rooted layers	\$7.00	\$56.00	



Your PROFITS Grow in our Hardy Outdoor-Grown Liners

EXELSA ARBORVITAE

Hardest and greenest of the oriental type. They develop nicely with a minimum of shearing . . . 20c



All pot-grown plants shipped in wax paper cups. Packed 100 per carton.

NO charge for packing.



SCOTCH PINE

Already branching size in 2½-in. pots. Well established. Very ready for planting.

Per 100 only \$17.00

— OTHER LINERS —

Nandina	17c	Burford Holly	18c
Bluespire Arborvitae	20c	Japanese Holly	19c
Goldcone Arborvitae	20c	Ilex crenata bullata	19c
Bonita Arborvitae	20c	Yaupon Holly, cuttings	18c
Goldspire Arborvitae	20c	Boxwood, sempervirens	19c
Bluecone Arborvitae	20c	Florida Jasmine	17c
Excelsa Arborvitae	20c	Parker's Jasmine	20c
Irish Juniper	15c	Goldnet Honeysuckle	17c
Kiyonoi Juniper	15c	Purple Honeysuckle	17c
Sylvestris Juniper	17c	Yunnan Honeysuckle	17c
Vase-shape Juniper	17c	Mimosa, seedlings	
Cornuta Holly	18c	\$50.00 per 1000.	
Vonehron Juniper	20c	Euonymus pictus	17c

10% CASH DISCOUNT

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practical purposes, than soft maples, poplars or sycamores, which eventually become greater and more expensive maintenance problems.

Gavaghan & Dobson photographed the specimen pictured on the cover, growing at Rochester, N. Y.

J. G.

CORNELL STUDENTS ABROAD

The William Frederick Dreer scholarship for 1957 has been awarded to Karen G. Anderson, Rome, N. Y., a senior in the department of floriculture and ornamental horticulture at Cornell University, Ithaca, N. Y.

Miss Anderson plans to study landscape architecture at the Royal Art Academy in Stockholm, Sweden, for a year while observing nursery and greenhouse management practices of Sweden. Later, she will visit nurseries and greenhouses in other Scandinavian countries, in Germany, the Netherlands and England.

The William Frederick Dreer scholarship, established according to the will of Miss Augusta N. Dreer, provides \$2,000 to furnish worthy students specializing in floriculture or ornamental horticulture at Cornell University an opportunity to study in foreign countries.

Richard A. Simon, the 1956 recipient of the Dreer award, traveling in Germany, France, Scotland, England and Ireland, has been studying woody and herbaceous plant materials at various experiment stations, estates and botanical gardens and working in commercial nurseries.

Donald R. Egolf, who received his doctorate degree at Cornell University in 1956 and was awarded a Fulbright grant to continue his research, is located at the John Innes Horticultural Institute in England. Dr. Egolf has been studying and collecting viburnums at various estates and botanical gardens in England, Scotland and Ireland.

WEDDING ANNOUNCED

Mr. and Mrs. John M. Graves, of the Egyptian Nursery & Landscape Co., Farina, Ill., announce the marriage of their daughter, Gloria, to George E. Magee, Baton Rouge, La., Saturday, February 16, at the First Methodist church of Farina. After a short honeymoon in Florida the young couple will be at San Antonio, Tex., where the groom will be stationed with the armed services.

ELWOOD P. GLASER is starting a business as florist and nurseryman at R. D. 1, Pemberton, N. J.

This trademark helps you move more goods and move them faster



REG. U. S. PAT. OFF.



THE BIGGEST NEWS in garden chemicals in 1956 stemmed from Du Pont Squeeze-Dusters. In 1957, you'll profit by carrying the *original* and *proven* Squeeze-Dusters. Be sure the line you stock carries the Du Pont trademark—a trademark that means outstanding value to customers and more sales for you.



REG. U. S. PAT. OFF.
BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

GARDEN CHEMICALS

NORTHERN - GROWN STOCK

LANDSCAPE-SIZE SHRUBS		PAPER BIRCH	
	Per 10 Per 100		Per 100 Per 1000
Clethra alnifolia	\$4.00 \$35.00	Betula papyrifera	\$12.00 \$100.00
18 to 24 ins., clumps	6.00 50.00	2 to 3 ft.	25.00 200.00
2 to 3 ft., clumps	6.00 50.00	3 to 4 ft.	40.00 350.00
3 to 4 ft., clumps	8.00 70.00	4 to 6 ft.	90.00
Ilex verticillata	6.00 50.00	6 to 8 ft.
2 to 3 ft., clumps	6.00 50.00	LINING-OUT STOCK	
3 to 4 ft., clumps	7.00 60.00	Acer saccharum	
Viburnum cassinoides	6.00 50.00	2 to 3 ft.	12.00 100.00
2 to 3 ft., clumps	8.00 70.00	3 to 4 ft.	30.00 250.00
Viburnum dentatum	5.00 40.00	4 to 6 ft.	60.00 500.00
2 to 3 ft., clumps	7.00 60.00	Clethra alnifolia	
SUGAR MAPLES	Unit price in quantities	6 to 18 ins.	8.00 70.00
Acer saccharum	10 to 50 to	Ilex verticillata	
1 1/2 to 1 1/2-in. cal.	49 250	1 to 2 ft.	12.00 100.00
1 1/2 to 1 1/2-in. cal.	\$4.00 \$3.50	1 to 2 ft.	7.00 60.00
1 1/2 to 2-in. cal.	6.00 5.00	Viburnum acerifolium	
2 to 2 1/2-in. cal.	7.00 6.00	6 to 18 ins.	12.00 100.00
2 1/2 to 3-in. cal.	9.00 8.00	Viburnum cassinoides	
PAPER BIRCH	12.00 11.00	1 to 2 ft.	9.00 80.00
CLUMP BIRCH	Per 10 Per 100	Viburnum dentatum	
Paper Birch	4 to 6 ft.	1 to 2 ft.	8.00 70.00
3 stems and up	HEMLOCK TRANSPLANTS	
6 to 8 ft.	\$30.00	Tsuga canadensis	
3 stems and up	40.00	4 to 8 ins., trans.	16.00 150.00
Gray Birch	4 to 6 ft.	8 to 12 ins., trans.	25.00 200.00
3 to 6 stems	25.00 \$200.00	HEMLOCK SEEDLINGS	
6 to 8 ft.	Tsuga canadensis	
3 to 6 stems	35.00 250.00	6 to 9 ins.	4.00 20.00
		9 to 12 ins.	6.00 45.00
		12 to 18 ins.	10.00 80.00

All stock is first-quality collected material except as otherwise noted. Send for complete wholesale list of Hardy Native Ferns, Lilies, Orchids, Wild Flowers, Trees, Shrubs and Evergreens. We do not have Japanese beetle.

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200,000 HARDY AZALEAS FOR SPRING DELIVERY

B&B, fine selection in the following varieties:

Rosebud	Favorite
Rose Greely	Hinodegiri
Carmen	Maxwell
Fedora	Orange Beauty
Louise	Snow
Othello	Beethoven
Salmon Beauty	Johann Strauss
Coral Bells	Ledifolia Alba

Some varieties up to 3 ft. Please write for prices.

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MIDDLE ISLAND, L. I., N. Y.

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QUALITY MERCHANDISE
AT REASONABLE PRICES
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NURSERIES,
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Wholesale Nurserymen Since 1922

EVERGREENS

300 acres of choice Evergreens ready for immediate resale

Write for list.

GARDNER'S NURSERIES, Inc.
ROCKY HILL, CONN.

OBITUARY

Ray Allen Mayo

Ray Allen Mayo, Mayo Bros. Nurseries, Fairport, N. Y., died February 6 after a brief illness at his home at Fairport. He was 76. Mr. Mayo joined the firm of Glen Bros. Nursery, Rochester, of which his father was a founding partner, in 1902. In 1913 the nursery was moved to Fairport, where its stock was grown, and renamed Mayo Bros. Nurseries. It was one of the first firms to offer Montmorency cherries. Mr. Mayo's sons, Thomas and John, were associated with him and will continue the business.

Charles W. Fullgraf

Charles W. Fullgraf, landscape architect and forester, Clayton, Mo., died February 13 at St. Joseph's hospital after emergency heart surgery. Mr. Fullgraf attended Washington University and the Shaw School of Gardening and Forestry, both at St. Louis, and was associated with Shaw's Garden, St. Louis, until 1908, when he established his own forestry and landscaping business.

Albert Hainlen

Albert Hainlen, 81, retired founder of the Hainlen Orchards and the Hainlen Nursery, Converse, Ind., was killed January 24 in an automobile accident in which his son, Lloyd, manager of the Hainlen Nursery, was seriously injured. Other survivors include Mr. Hainlen's sons, Earl and Paul, managers of the Hainlen Orchards.

Oluf Thomsen

Oluf Thomsen, 57, of Thomsen Nursery & Seed Store, Minneapolis, Minn., died January 11. A member of the Twin Cities Nurserymen's Association and the American Association of Nurserymen, Mr. Thomsen had been in the nursery business since 1936. He is survived by his widow, Kathrine, and two daughters, Ruth and Edith Thomsen.

START of a nursery business is reported by Nathaniel and Florence Tischler on a farm of 115 acres on Monroe School lane, R. D., Jamesburg, N. J. The Tischlers, who have been conducting an agricultural chemical research service, began to grow rooted cuttings in a greenhouse last year and intend to plant part of their acreage to nursery stock, for both wholesale and retail sales.

SCHROTH'S NURSERY

It Pays to Plant The Best

SEEDLINGS

**Excellent Root
Systems, Hardy
ORDER NOW!**

Grown at High Altitude—In the Heart of the Original Pine Forests

WHOLESALE PRICES

PINE SEEDLINGS

	Per 100	Per 1000
Scotch Pine, Riga		
2-0, 4 to 8 ins.	\$5.00	\$25.00
Scotch Pine, West Baltic		
3-0, 8 to 16 ins.	7.00	35.00
Scotch Pine, French		
2-0, 2 to 4 ins.	2.50	12.50
2-0, 4 to 8 ins.	5.00	25.00
American Red Pine		
2-0, 2 to 4 ins.	2.50	12.50
3-0, 5 to 9 ins.	4.00	20.00
Austrian Pine		
2-0, 3 to 4 ins.	3.00	15.00
2-0, 4 to 8 ins.	5.00	25.00
3-0, 8 to 14 ins.	8.00	40.00
White Pine		
2-0, 3 to 6 ins.	4.00	20.00
3-0, 6 to 9 ins.	6.00	30.00
4-0, 8 to 16 ins.	12.00	60.00
Ponderosa Pine		
4-0, 6 to 12 ins.	4.00	20.00
Mugho Pine (True Dwarf Tyrolean)		
2-0, 2 to 4 ins.	3.00	15.00
3-0, 4 to 6 ins.	5.00	25.00

(The 3-0 Mugho Pine is thin in bed, sheared twice, well-branched and suitable for lining-out stock. Order early as stock is limited.)

5% discount on 25,000 or more of combined species.
(Exclusive of seedlings \$15.00 per 1000 and under.)

We guarantee all stock represented herein as to size and quality, or your money cheerfully refunded.

The name SCHROTH stands for the best. Your order will convince you. Make a Christmas tree planting this season. Scotch is the best bet. Do not delay. Send for complete listing and terms.

All stock offered subject to prior sale.

SPRUCE SEEDLINGS

	Per 100	Per 1000
Norway Spruce		
2-0, 3 to 5 ins.	\$4.00	\$20.00
2-0, 5 to 8 ins.	5.00	25.00
3-0, 5 to 12 ins.	6.00	30.00
3-0, 12 to 16 ins.	10.00	50.00
Colorado Blue Spruce , from select seed, Color very good.		
2-0, 2 to 4 ins.	3.00	15.00
2-0, 4 to 8 ins.	6.00	30.00
3-0, 3 to 5 ins.	4.00	20.00
3-0, 5 to 9 ins.	7.00	35.00
3-0, 6 to 12 ins.	10.00	50.00
White Spruce		
2-0, 3 to 5 ins.	4.00	20.00
3-0, 5 to 9 ins.	6.00	30.00
4-0, 9 to 14 ins.	14.00	70.00
Engelmann Spruce		
2-0, 2 to 4 ins.	3.00	15.00
2-0, 4 to 6 ins.	5.00	25.00
Black Spruce (Mariana)		
2-0, 3 to 6 ins.	3.00	15.00
2-0, 6 to 12 ins.	5.00	25.00

Balsam Fir and Concolor Fir not available this year.

	Per 100	Per 1000
European Larch		
2-0, 4 to 6 ins.	3.00	15.00
2-0, 6 to 12 ins.	4.00	20.00
Carolina Hemlock		
4-0, 10 to 20 ins.	20.00	...
Canadian Hemlock		
2-0, 2 to 4 ins.	5.00	25.00
4-0, 10 to 20 ins.	20.00	...

NOTE: 50 of one kind and size at the 100 rate. 500 of one kind and size at the 1000 rate.

CHINESE CHESTNUT SEEDLINGS

(Blight-resistant)

	10 lots	100 lots	1000 lots
1-0, 8 to 16 ins.	\$0.30 ea.	\$0.25 ea.	\$0.20 ea.

Japanese Yew (Taxus cuspidata)
4-0, 4 to 8 ins., \$25.00 per 100. (Sold in 10 lots or more.)

TRANSPLANTS

	Per 50	Per 100	Per 1000
Colorado Blue Spruce	\$0.20 ea.	\$0.15 ea.	\$120.00
White Spruce	2-3, 9 to 16 ins.	.17 ea.	.15 ea.

SCHROTH'S NURSERY

INDIANA, PA.

Announcing an Amazing Scientific

New Growth Stimulant Up to 3 Times

GIBREL
**Is a New Type Growth Stimulant—
Not a Hormone or Fertilizer**

GIBREL belongs to a family of newly-developed potent chemicals, the gibberellins, that exert an amazing effect on the growth of ornamentals, flowers, crop plants and young forest trees. Until the present time, however, the entire world's supply of these gibberellins could only be measured in ounces. Now, for the first time, GIBREL—containing a form of these plant growth stimulants—is being produced in quantity—by Merck.

GIBREL
Makes Plants Grow to Giant Size

Horticultural and agricultural scientists have reported spectacular results with GIBREL. A treated geranium plant grew to a three-foot giant. A rose-bush shot up to twice its normal height. And a mutant corn plant, which usually reaches three feet at maturity, grew to eight feet after treatment. Such results have never before been possible.

**Flowering Time Regulated and
Dormancy Broken by GIBREL**

GIBREL may be used to "time" flowering—advancing it in certain plants and retarding it in others. GIBREL has reduced time for seed production of biennials from two years to six months. Many experiments

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have shown that GIBREL will break dormancy of seeds, and of leaf and flower buds in a number of plants.

GIBREL
Produces Rapid Turf Growth

Greenhouse experiments with a variety of mature grasses have shown that GIBREL, when added to fertilizer, produces rapid, *extra* growth—more than that with fertilizer alone. While GIBREL has produced dramatic growth results also in many food and feed crops, recommendations for such uses must await completion of tests now in progress.

**A Little GIBREL
Goes a Long Way**

GIBREL is a very potent substance. It is effective in concentrations as low as 1/10 part per million. It may be applied to the side of a stem or to a leaf as a single drop; or to the plant as a spray. GIBREL is water soluble and easy to use.

**Wire or Write for Information on
GIBREL**

GIBREL will soon be available to you in the products of many different manufacturers. Look for the name GIBREL on the label. For further information and the name of your nearest supplier, wire or write: "GIBREL," MERCK & CO., INC., Chemical Division, Rahway, N. J.

Discovery

GIBREL

Increases Plant Size Over Normal

Check this partial list of plants which respond to GIBREL

FLOWERS

African violet	Ageratum
Geranium	Dahlia
Stock	Petunia
Rose	Salvia
Snapdragon	Poinsettia

TREES

Orange	Virginia pine
English boxwood	Loblolly pine
Red leaf maple	Poplar
Sugar maple	White spruce
Willow oak	Tulip tree

ORNAMENTALS

Hydrangea	Peperomia
Rhododendron	Sedum
Holly	Chrysanthemum
Ivy	Orchid
Crassula	Gladiolus

TURF GRASSES

Bent	Fescue
	Bluegrass

FOOD AND FEED CROP PLANTS

Recommendation for the use of GIBREL in food and feed crop plants must await completion of tests now in progress.



MERCK & CO., INC. CHEMICAL DIVISION RAHWAY, NEW JERSEY



GIBREL is the trademark of MERCK & CO., INC. for its plant growth substance.

FIELD-GROWN LINING-OUT STOCK

Transplanted stock grown in open field beds.

	Each	Each	Per	Per
	100	1000	100	1000
<i>Azalea mollis</i> (Chinese Azalea)				
6 to 8 ins., 2-yr. T.	\$0.22	\$0.18		
8 to 10 ins., 2-yr. T.	.35	.30		
10 to 12 ins., 3-yr. T.	.65	.60		
<i>Azalea mucronulatum</i>				
1-yr. bed, T.	.25	.22		
4 to 8 ins., 2-yr. T.	.35	.32		
<i>Azalea, Ghent (ponctata), pastel shades</i>				
5 to 8 ins., 3-yr. T.	.25	.20		
8 to 12 ins., 3-yr. T.	.45			
<i>Azalea schlippenbachii</i> , bright pink				
2-yr. field bed, T.	.25	.25		
3-yr. field bed, T.	.35	.32		
<i>Biotia orientalis aurea</i>				
10 to 15 ins., 3-yr. T.	.45			
<i>Buxus sempervirens welleri</i>				
6 to 8 ins., 2-yr. T.	.35	.32		
8 to 10 ins., 3-yr. T.	.45			
<i>Chamaecyparis filifera aurea</i>				
6 to 8 ins., 2-yr. T.	.35			
8 to 10 ins., 3-yr. T.	.45			
<i>Chamaecyparis lawsoniana alnum</i>				
8 to 10 ins., 2-yr. T.	.35			
10 to 15 ins., 2-yr. T.	.45			
<i>Chamaecyparis plumosa aurea</i>				
6 to 8 ins., 2-yr. T.	.35	.30		
8 to 10 ins., 2-yr. T.	.40	.35		
10 to 15 ins., 3-yr. T.	.50	.45		
<i>Chamaecyparis squarrosa</i>				
5 to 8 ins., 1-yr. T.	.30	.28		
8 to 12 ins., 3-yr. T.	.35	.30		
<i>Euonymus fortunei carrierei</i>				
6 to 12 ins., 3-yr. T.	.35	.30		
<i>Euonymus fortunei coloratus</i>				
Procumbent, broad-leaved creeper.				
6 to 10 ins., 2-yr. T.	.25	.20		
12 to 15 ins., 2-yr. T.	.35	.30		
<i>Euonymus fortunei erectus</i>				
(Big-leaved Winter Creeper)				
10 to 12 ins., 2-yr. T.	.25			
12 to 15 ins., 2-yr. T.	.35			
<i>Euonymus radicans coloratus</i>				
Small-leaved, procumbent creeper.				
10 to 15 ins., 2-yr. T.	.25	.20		
12 to 15 ins., 3-yr. T.	.35	.30		
<i>Euonymus radicans vegetus</i>				
8 to 12 ins., 2-yr. T.	.30			
<i>Ilex crenata</i> (Japanese Holly), pyramidal				
6 to 8 ins., 1-yr. T.	.25	.20		
8 to 10 ins., 2-yr. T.	.35			
10 to 12 ins., 3-yr. T.	.45			
<i>Ilex crenata convexa</i> (bulata)				
6 to 8 ins., 1-yr. T.	.25	.22		
8 to 10 ins., 2-yr. T.	.38	.35		
10 to 12 ins., 2-yr. T.	.48	.45		
12 to 15 ins., 3-yr. T.	.65	.55		
<i>Ilex crenata helieri</i>				
3 to 6 ins., 2-yr. T.	.35			
6 to 8 ins., 3-yr. T.	.45			
<i>Ilex crenata hetzii</i>				
An improved convexa				
(Bullata) type.				
8 to 10 ins., 2-yr. T.	\$0.40	\$0.38		
10 to 15 ins., 3-yr. T.	.55	.50		
<i>Ilex rotundifolia</i> (Round-leaved Japanese Holly)				
6 to 8 ins., 1-yr. T.	.25	.22		
8 to 10 ins., 2-yr. T.	.38	.35		
10 to 12 ins., 2-yr. T.	.48	.45		
12 to 15 ins., 3-yr. T.	.65	.60		
cutback	.70	.60		

Lining-out Stock. 25 at the 100 Rate. 300 at the 1000 Rate.

TERMS: Free packing for cash with order, otherwise 1/4 deposit with order and balance C.O.D. Packing at cost. All shipments by railway express.

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R. D. I., HARMONY, PA.

PENNSYLVANIA PROGRAM

[Continued from page 7]

taining the best service for their expenditures. The landscape architect and contractor can work together for the ultimate in results.

When a landscape architect prepares plans, he should leave no possible doubt about what is desired. The term "or/equal" is confusing. He suggested that the base bid specify exactly what the landscape architect wants, with a special clause included for alternate material or services. When a landscape architect specifies materials that the landscape contractor knows are not

available the architect should be informed of this as soon as possible, so that adequate substitutions can be authorized.

Unconditional Guarantee

Mr. Langran concluded his presentation with an appeal for an unconditional guarantee on plantings, except for specific damage inflicted by the owner. It is his opinion that such a guarantee would go a long way in helping the industry. An established landscape contractor probably has records on his replacement experience and so can include what he considers a proper increase

in each bid he submits. Mr. Langran firmly believes that such a practice over a long period would work out satisfactorily, with the plantings requiring replacement being balanced by those which do not. It is also his contention that the higher cost for such a guarantee would be an indifferent expense in selling the client.

Valleau C. Curtis, Callicoon, N. Y., treasurer of the American Association of Nurserymen, brought the membership up to date on the activities of the association and the importance of each state group's efforts in stimulating the federal highway program. H. P. Quadland,

SEEDLINGS

Christmas Tree Plantation

	Per	1000 at
	100	1000 rate
Blue Spruce (<i>Picea pungens</i>)	\$10.00	\$40.00
4 to 6 ins., 2-yr. S.	8.00	28.00
3 to 4 ins., 2-yr. S.	6.00	20.00
2 to 3 ins., 2-yr. S.	5.00	15.00

Concolor Fir

	2 to 5 ins.	2-yr. S.	12.00	50.00	...
Norway Spruce	6 to 10 ins.	2-yr. S.	8.00	28.00	25.00
4 to 6 ins.	2-yr. S.	6.00	22.00	20.00	
2 to 4 ins.	2-yr. S.	5.00	18.00	15.00	

Scotch Pine

	2 to 4 ins.	2-yr. S.	5.00	20.00	18.00
Austrian Pine	3 to 6 ins.	2-yr. S.	8.00	25.00	20.00
2 to 3 ins.	2-yr. T.	6.00	20.00	18.00	
3 to 6 ins.	3-yr. T.	10.00	50.00	40.00	

(Once transplanted—see elsewhere on this list.)
100 at 100 rate; 1000 at 1000 rate;
5000 and up at 10,000 rate.

Koelreuteria paniculata (Golden Rain Tree)

	1-yr. S.	field	...	\$0.12	\$0.08
Lemnophytes catesbeianum (Drooping Lemnophytes)	4 to 6 ins.20	.18
6 to 8 ins.	2-yr. T.25	.20
8 to 10 ins.	3-yr. T.35	.30

Picea excelsa (Norway Spruce)

	4 to 6 ins.	3-yr. T.12	.10
6 to 8 ins.	4-yr. T.15	.12
8 to 10 ins.	4-yr. T.20	.18
(See SEEDLINGS for Christmas tree planting.)					

Picea pungens (Colorado Spruce)

	3 to 6 ins.	3-yr. T.20	
8 to 10 ins.	4-yr. T.35	
(See SEEDLINGS for Christmas tree planting.)					

Pieris japonica (Japanese Andromeda)

	6 to 8 ins.	2-yr. T.28	.25
8 to 10 ins.	2-yr. T.35	

Pinus mugo (Dwarf Mugho Pine)

	4 to 6 ins.	3-yr. T.25	
8 to 10 ins.	3-yr. T.32	
10 to 15 ins.	3-yr. T.40	.38

Rhododendron Hybrids, various colors, from red plants. Seedling grown. Very hardy.

	5 to 8 ins.	4-yr. T.55	
8 to 10 ins.	4-yr. T.85	

Taxus cuspidata (Spreading Yew)

	8 to 10 ins.	2-yr. T.45	
10 to 12 ins.	3-yr. T.75	
12 to 15 ins.	3-yr. T.75	

Taxus media (Hicks' Yew)

	8 to 10 ins.	2-yr. T.35	
8 to 12 ins.	2-yr. T.45	
12 to 15 ins.	3-yr. T.55	

Thuja occidentalis elegans lutea, golden over dark green foliage

	6 to 8 ins.	3-yr. T.35	.30
10 to 12 ins.	3-yr. T.40	.35
12 to 15 ins.	3-yr. T.55	.50

Thuja occidentalis globosa (Woodward Globe Arborvitae)

	6 to 8 ins.	1-yr. T.25	
8 to 10 ins.	2-yr. T.40	.35

Thuja occidentalis pyramidalis

	10 to 12 ins.	2-yr. T.45	
12 to 15 ins.	3-yr. T.55	
12 to 15 ins.	3-yr. T.55	

Tsuga canadensis (Hemlock)

	4 to 6 ins.	3-yr. T.25	.22
6 to 8 ins.	3-yr. T.35	.32
8 to 12 ins.	4-yr. T.40	.38

Viburnum opulus nana (Dwarf Bush Cranberry)

	2-yr. field	T.25	.22
6 to 8 ins.	3-yr. T.35	.32
8 to 10 ins.	4-yr. T.45	.42

Viburnum opulus nana (Dwarf Bush Cranberry)

	8 to 10 ins.	3-yr. T.18	.12
8 to 12 ins.	4-yr. T.24	.18
10 to 12 ins.	4-yr. T.25	.20

NOT A WEED IN SIGHT THANKS TO STAUFFER-VAPAM®



THE TEMPORARY SOIL STERILANT

Stauffer-VAPAM is an easy-to-use water solution, which in one application fumigates soil, controlling unwanted grasses and weeds, as well as various soil fungi and nematodes. No special equipment or covers are needed!

This all-inclusive action is accomplished because Stauffer-VAPAM releases a gas beneath the soil surface, effectively fumigating the soil to render it temporarily sterile, thus acting to destroy weeds, soil fungi and nematodes. This gas then escapes, leaving the soil in better condition for optimum plant growth.

Visit your nearest Stauffer Dealer. Let him help you prove to yourself how easily you can have healthy, profitable plants of all kinds.



STAUFFER CHEMICAL COMPANY

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San Francisco • Los Angeles • Weslaco • Lubbock • Harvey • No. Little Rock • No. Portland, Ore.



BARGAINS

In Lining-Out Stock

We have not raised the price of most of our small plants in years, but the price of landscape stock is steadily advancing. Plant some of our items now and make yourself some real money. All plants are branched and carry a small ball of soil.

PIERIS JAPONICA

The most beautiful broad-leaved evergreen of all. In summer the color of the foliage is always changing, first red, then pale green and then dark green. In August the flower buds form in graceful racemes for next spring's flowers. White Lily-of-the-Valley flowers appear with the first warm weather, and flowers often last 6 weeks. Grows well in sun or shade. Makes a nice contrast with Azaleas and Rhododendrons.

As far as we know, no nursery has ever had too much *Pieris japonica*. We had over 10,000 18 to 36-in. plants a few years ago, and today we are so oversold on it that we cannot maintain a stock of 1,000 12 to 15-in. plants. It sells on sight and transplants easily at almost any time of the year. It grows rapidly into saleable sizes. Can be used in any kind of planting. Can be transplanted into beds now. Each plant carries a nice ball of soil.

Per 100
4 to 6 ins., T. \$15.00
6 to 8 ins., T. 20.00

ILEX CRENATA CONVEXA

(*Ilex Bullata*)

Owing to our unusual success in propagating this desirable item, we offer it at a very low price. Over 150,000 in stock. It is a very choice, very hardy, low-growing evergreen with shiny, dark green, convex, boxwood-like leaves. Grows fast into money, up to 2 feet, and there slows down. Ultimate size 3 feet high and 4 feet wide. Easier to grow than Yews and can be used in sun or shade. Sells on sight. Grows very dense and contrasts well with other evergreens. Makes the perfect low hedge.

Each
6 to 8 ins., 2-yr., T. 15c
8 to 10 ins., 2-yr., T. 20c

ENKIANTHUS CAMPANULATUS

Can be transplanted into beds now. For those desiring a different kind of plant for the shrub border or ericaceous plantings, we recommend *Enkianthus campanulatus*. Red stems, dark green leaves, cream to pink bell-like flowers that are useful for flower arrangements and a scarlet fall foliage.

Per 100
8 to 12 ins., T. \$15.00
12 to 15 ins. 25.00

AZALEA KURUME

Very hardy. Will stand 19 degrees below zero. Gives a great variety of color and types, from choice whites to orchids, deepest pinks and reds.

Per 100
2-yr., T., 4 to 8 ins. \$15.00
8 to 10 ins. 25.00

JAPANESE BOXWOOD

Buxus japonica is a little-appreciated evergreen because it is not well enough known. It grows fast up to 3 feet, shears well and can easily be kept at any size. Its light green, glossy leaves contrast well with other evergreens, and it will grow in sun or deepest shade—very hardy.

6 to 8 ins., 2-yr., T. \$10.00 per 100

LONICERA

Maximowiczii Sachalinensis

Red foliage in spring; purplish-red flowers in May. Red berries. An interesting, rare shrub. Very hardy.

12 to 15 ins. \$7.50 per 100

Send for list of rare plants.

ALANWOLD NURSERY NESHAMINY, Bucks Co., PA.

public relations director for the A. A. N., concluded the afternoon program on the first day by detailing the goals of the "Plant America" program. The industry is coming closer to a year-around business, he stated, and has gone a long way in the development of markets. It is his opinion that the industry will double its present volume within the next 10 years.

Curtis H. Porterfield, secretary of the A. A. N., opened the formal program the morning of February 14 with a report on the Washington activities of the national trade association.

Employee Relations

W. R. Bender, personnel director for E. I. du Pont de Nemours & Co., Wilmington, Del., concluded the morning session with a talk on "Theory and Practice in Effective Good Employee Relations." Employee relations are only one part of human relations, he said, and fringe benefits given employees, although

important, cannot be depended upon to solve all the problems. The dignity and importance of the individual must be constantly observed. He concluded by listing the four basic drives of the individual and the importance of dealing with these in employee relations.

Phillip Alampi, secretary of agriculture for the state of New Jersey, opened the afternoon program with the topic, "Some Observations on the Promotion of Nursery Stock Sales." Mr. Alampi prefaced his remarks with a compliment on the growth and activity of the association and the importance of sales and promotion as keys to a successful operation. There is keen competition for the consumer's dollar, both within and outside the industry.

Meet Changing Conditions

The economic picture today is constantly changing, and the nurseryman must make rapid adjustments to these changes. In terms of sales and promotions, one must be

SYMPLOCOS PANICULATA

Well-shaped, artistic-looking shrub. Clean foliage. Fragrant white flowers, followed by masses of Wedgwood-blue berries.

8 to 10 ins., T. \$10.00 per 100

VIBURNUM DILATATUM

White flowers followed by scarlet fruits that hang a long time. We think this is the most spectacular of the Viburnums.

10 to 15 ins., T. \$10.00 per 100

VIBURNUM AMERICANUM

8 to 10 ins., T. \$7.50 per 100

LEUCOTHOE GATESBAEI

A good broad-leaved evergreen that grows in dense shade. Lily-of-the-Valley like flowers, reddish-bronze foliage in winter. Contrasts well with Azaleas and Rhododendrons. Fine for flower arrangements.

Each

4 to 6 ins., T. 25c
6 to 8 ins., T. 30c
8 to 10 ins., T. 35c

COTONEASTER HORIZONTALIS

Low, spreading semievergreen plant, leaves turn red in fall and bear quantities of scarlet-red berries.

Each

4 to 6 ins., T. 10c
6 to 8 ins., 2-yr., T. 15c
8 to 10 ins., 2-yr., T. 20c

prepared with a better understanding of the market and its possibilities and must plan his own publicity program, regardless of how modest or conservative it may be. Such a program can be expanded when necessary, but basically it should be continued regularly, selling the business and establishing its identity so that special selling jobs can be done most effectively.

There are a number of approaches to a successful advertising and promotion program, Mr. Alampi pointed out, but he confined his suggested participation to individual advertising and group advertising under the association. He believed that a combination of the two would do the most good at the lowest cost. If an advertising and promotion campaign is launched by the association, the individual member must not feel that his contribution entitles him to forget his own local advertising and promotional activities. The two efforts must be dovetailed for maximum effects. No matter how well



Nelson Nurseries, Opa Locka, Fla.

Positive protection at a sure saving!

LUMITE® SARAN SHADE CLOTH

Lowest annual cost Widest range of shading

Immediate shipment of 6 & 20 ft. widths
in all lengths; special widths and
fabricated covers available on request.
Some distributorships are still available.

For FREE samples fill in and mail.

LUMITE DIVISION

Chicopee Manufacturing Corporation
Cornelia, Georgia

Gentlemen:

I am interested in examining Lumite Saran Shade Cloth.
Please send me a FREE sample and further information on
this product.

Name _____

Company _____

Address _____

LUMITE DIVISION

Chicopee Manufacturing Corporation
Cornelia, Georgia

Per 100 Per 1000

• **BLUE ATLAS CEDAR**—*Cedrus atlantica glauca*

Grown from seed. Silvery to light green needles, pyramidal form. Similar in appearance to Japanese Larch but does not lose its needles in fall.

3-yr., S. (3-0), 12 to 18 ins.	\$13.00	\$65.00
3-yr., S. (3-0), 18 to 24 ins.	17.00	85.00

Root-pruned in beds to produce stronger, more fibrous root system.

• **JAPANESE LARCH**

Japanese and European Larch are not evergreen, but are included here because the fine, light green needles relate them to evergreens in appearance.

2-yr., S. (2-0), 8 to 12 ins.	10.00	...
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• **EUROPEAN LARCH**

2-yr., S. (2-0), 8 to 12 ins.	7.00	35.00
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• **AMERICAN ARBORVITAE**

Popular for hedges and ornamentals

2-yr., S. (2-0), 3 to 5 ins.	4.00	20.00
3-yr., S. (3-0), 4 to 8 ins.	5.00	25.00
3-yr., S. (3-0), 6 to 10 ins.	8.00	40.00
4-yr., T. (2-2), 8 to 12 ins.	20.00	100.00
5-yr., T. (3-2), 12 to 16 ins.	30.00	150.00

• **GLOBE ARBORVITAE—Transplants**

Plants started from rooted cuttings assure true strains.

Woodward, dark green

1-yr., T., 4 to 6 ins.	30.00	250.00
*Small ornamental, 8 to 10-in. spread, 10 to 12 ins.	\$1.75 each	

*Ornamental, 10 to 12-in. spread, 12 to 14 ins.	\$2.25 each
---	-------------

*Field-grown, twice transplanted and twice sheared. Excellent, bushy plants. Sold in lots of 5 or more. Individually packed with ball of peat moss.

Hovey's, green

1-yr., T., 4 to 6 ins.	30.00	250.00
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*Ornamental, 12 to 16-in. spread, 12 to 18 ins.	\$2.00 each
---	-------------

*Field-grown, twice transplanted and twice sheared. Excellent, bushy plants. Sold in lots of 5 or more. Individually packed with ball of peat moss.

• **PYRAMIDAL ARBORVITAE—Transplants**

All plants started from rooted cuttings to assure true strains.

Compacta, green

1-yr., T., 5 to 7 ins.	25.00	200.00
2-yr., T., 10 to 15 ins.	90.00	...

Heavy, field-grown.

2-yr., T., 10 to 15 ins.	90.00	...
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**TTT	spread, 15 to 18 ins.	\$2.25 each
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*Field-grown, ornamental size. Extra nice plants. Sold in lots of 5 or more. Individually packed with ball of peat moss.

• **JUNIPER, Blue Pfitzer, hetzii glauca**

This improved Juniper with its irregular spreading habit, fast growth, and bluish color can be used extensively in landscape work. Preferred by many for foundation plantings.

1-yr., T., 5 to 7 ins.	25.00	200.00
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2-yr., T., 6 to 10 ins.	65.00	...
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Field-grown.

2-yr., T., 10 to 15 ins.	90.00	...
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**TTT	spread, 15 to 18 ins.	\$2.25 each
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*Field-grown, ornamental size. Extra nice plants. Sold in lots of 5 or more. Individually packed with ball of peat moss.

• **JUNIPER, pfitzeriana compacta**

1-yr., T., 5 to 7 ins.	30.00	...
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• **BARBERRY—Red**

Unusually good red color. Excellent hedge plants. Red leaves in summer, red berries in fall and winter.

2-yr., S. (2-0), 6 to 8 ins.	8.00	40.00
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2-yr., S. (2-0), 8 to 14 ins.	11.00	55.00
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3-yr., S. (3-0), 12 to 18 ins.	15.00	75.00
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• **BARBERRY—Green**

2-yr., S. (2-0), 6 to 12 ins.	6.00	30.00
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2-yr., S. (2-0), 12 to 18 ins.	8.00	40.00
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3-yr., S. (3-0), 12 to 24 ins.	12.00	60.00
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• **AMERICAN HOLLY—Seedlings****Ilex opaca**

1-yr., S., 2 to 4 ins.	8.00	60.00
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Mixed sex.

All stock grown from Selected Seed and Cuttings CAREFUL GRADING AND PACKING

As much difference in Seed as in common and purebred cattle.

Over 35 MILLION TREES!

actual production last year
MUSSER TREES HAVE TO BE GOOD

Per 100 Per 1000

• **JAPANESE HOLLY**

Excellent evergreen shrub and hedge.

Ilex crenata , from seed	
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4-yr., S., 6 to 10 ins.	\$20.00	100.00
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Ilex convexa , transplanted rooted cuttings	
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1-yr., T., 4 to 6 ins.	20.00	175.00
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Ilex rotundifolia , transplanted rooted cuttings	
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1-yr., T., 5 to 6 ins.	20.00	175.00
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2-yr., T., 6 to 8 ins.	30.00	250.00
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2-yr., T., 8 to 10 ins.	40.00	350.00
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2-yr., TT., 12 to 15 ins.	\$2.50	each
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*Field-grown. Sold in lots of 5 or more. Individually packed with ball of peat moss.

Ilex crenata hetzii , transplanted rooted cuttings	
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Very shiny, convex-shaped leaf. Larger leaf than Convexa.

2-yr., T., 8 to 10-in. spread.	8.00	each
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*Bare-root. Sold in lots of 5 or more.

Taxus cuspidata , upright	
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1-yr., T., 5 to 6 ins.	25.00	175.00
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2-yr., T., 6 to 8 ins.	30.00	250.00
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2-yr., T., 8 to 10 ins.	40.00	350.00
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2-yr., TT., 12 to 15 ins.	\$2.50	each
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*Field-grown. Sold in lots of 5 or more. Individually packed with ball of peat moss.

Taxus baccata , upright	
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1-yr., T., 4 to 6 ins.	25.00	175.00
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2-yr., T., 6 to 8 ins.	30.00	250.00
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2-yr., T., 8 to 10 ins.	40.00	350.00
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Taxus intermedia , spreading	
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1-yr., T., 4 to 6 ins.	25.00	175.00
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2-yr., T., 6 to 10 ins.	40.00	350.00
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Taxus intermedia No. 24, spreading	
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1-yr., T., 4 to 6 ins.	25.00	175.00
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Taxus cuspidata capitata , spreading	
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From side cuttings.	
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1-yr., T., 4 to 6 ins.	20.00	150.00
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2-yr., T., 8 to 10 ins.	30.00	250.00
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2-yr., T., 10 to 15 ins.	50.00	...
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Sold in lots of 10 or more.

*TT, field-grown, 10 to 15 ins.	\$1.50	each
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*Sold with a lot of 5 or more. Packed with ball of peat moss.

RED



Bundle of 15 Musser seedlings, at right, compared with bundle of 15 ordinary seedlings.

50 at 100 rate; 500 at 1000 rate.

Per 100 Per 1000

SPECIAL STRAIN SCOTCH PINE

Very best Christmas tree strain. Grown from seed collected by our own men from selected parent trees. Exceptionally healthy, sturdy, straight-stemmed with rich color.

2-yr., S. (2-0), 2 to 4 ins. \$ 4.00 \$ 20.00
2-yr., S. (2-0), 3 to 6 ins. . 5.00 . 25.00

2-yr., S. (2-0), 4 to 8 ins. . 7.00 . 35.00

2-yr., S. (2-0), 5 to 10 ins. . 9.00 . 45.00

4-yr., T. (2-2), 6 to 12 ins. . 20.00 . 100.00

WHITE PINE

One of the best timber species. Excellent windbreak and hedge. Very good ornamental and Christmas tree.

2-yr., S. (2-0), 3 to 6 ins. . 4.00 . 20.00
3-yr., S. (3-0), 4 to 8 ins. . 6.00 . 30.00

Suitable stock for field planting.

1-yr., S. (3-0), 1 to 10 ins. . 8.00 . 40.00

1-yr., S. (3-0), 8 to 14 ins. . 10.00 . 50.00

4-yr., T. (2-2), 8 to 10 ins. . 12.00 . 70.00

5-yr., T. (3-2), 10 to 16 ins. . 20.00

6-yr., T. (3-2), 12 to 24 ins. . 35.00

Note: 4-yr. seedlings root-pruned 10 to 18 ins. Call or write for description, samples and special quantity price on this item. Nursery pickup sale only.

AUSTRIAN PINE

Good timber species. A beautiful, dark green, long-needed ornamental and Christmas tree, grown from selected seed from the Austrian Alpine region.

2-yr., S. (2-0), 2 to 4 ins. . 4.00 . 20.00

2-yr., S. (2-0), 3 to 6 ins. . 5.00 . 25.00

1-yr., S. (3-0), 4 to 8 ins. . 7.00 . 35.00

1-yr., S. (3-0), 8 to 14 ins. . 8.00 . 40.00

Both these items are excellent size for direct field planting.

4-yr., T. (2-2), 12 to 18 35.00

*7-yr., TT., 18 to 24 ins. \$1.00 each

*7-yr., TT., 24 to 30 ins. \$1.50 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss. Note:

4-yr. seedlings, root-pruned 10 to 20 ins. Call or write for description, samples and special quantity price on this item. Nursery pickup sale only.

MUGHO PINE—*Pumilio* Strain

Very best of true dwarf. Compact, low-growing ornamental Pine.

2-yr., S. (3-0), 4 to 6 ins. . 7.00 . 35.00

4-yr., S. (4-0), 6 to 10 ins. . 10.00 . 50.00

4-yr., T. (3-1), 5 to 9 ins. . 20.00 . 100.00

5-yr., T. . 6 to 12 ins. 25.00 . 125.00

Heavy stock.

AMERICAN RED PINE

Excellent timber and Christmas tree. Seed selected by our men from outstanding specimen trees in finest American virgin forests.

2-yr., S. (2-0), 2 to 4 ins. . 5.00 . 25.00

3-yr., S. (3-0), 4 to 8 ins. . 7.00 . 35.00

Suitable for field planting.

3-yr., S. (3-0), 8 to 12 ins. . 9.00 . 45.00

4-yr., T. (2-2), 8 to 12 ins. . 20.00 . 100.00

5-yr., T. (2-3), 12 to 18 ins. . 27.00 . 135.00

5-yr., T. (2-3), 18 to 24 ins. . 40.00 . 200.00

JAPANESE BLACK PINE—*Pinus thunbergii*

Light green needles, 4½ inches long. Hardy, valuable for use in exposed conditions along the seashore. Very fast-growing.

2-yr., S. (2-0), 3 to 6 ins. . 7.00 . 35.00

MONTEREY PINE—*Western Yellow Pine*

Hardy, fast-growing timber tree.

2-yr., S. (2-0), 3 to 5 ins. . 5.00 . 25.00

MUSSER EXCLUSIVE NORWAY SPRUCE

Fast-growing—Grown from seed collected by our own men from selected trees. Exceptionally fast-growing, straight-stemmed stock makes this strain especially desirable for Christmas trees, ornamentals and timber.

2-yr., S. (2-0), 5 to 10 ins. . 7.00 . 35.00

3-yr., S. (3-0), 8 to 14 ins. . 10.00 . 50.00

3-yr., T. (2-1), 6 to 12 ins. . 13.00 . 65.00

4-yr., T. (2-2), 8 to 14 ins. . 18.00 . 90.00

5-yr., T. (2-3), 12 to 18 ins. . 30.00

Heavy stems.

NORWAY SPRUCE

2-yr., S. (2-0), 2 to 4 ins. . 3.00 . 15.00

2-yr., S. (2-0), 3 to 6 ins. . 5.00 . 25.00

3-yr., S. (3-0), 4 to 8 ins. . 7.00 . 35.00

*7-yr., TT., 12 to 18 ins. \$1.00 each

*8-yr., TT., 18 to 24 ins. \$1.50 each

*8-yr., TTT., 24 to 30 ins. \$2.50 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss.

BLACK HILLS SPRUCE

Fine ornamental. Most compact Spruce.

2-yr., S. (2-0), 3 to 6 ins. . 5.00 . 25.00

3-yr., S. (3-0), 4 to 8 ins. . 7.00 . 35.00

4-yr., S. (4-0), 6 to 10 ins. . 10.00 . 50.00

4-yr., T. (2-2), 5 to 10 ins. . 17.00 . 85.00

6-yr., T. (4-2), 8 to 16 ins. . 30.00 . 150.00

Per 100 Per 1000

WHITE SPRUCE

Similar to Norway Spruce except for its lighter color and slower growth rate.

2-yr., S. (2-0), 4 to 8 ins. . 5.00 . 25.00

3-yr., S. (3-0), 4 to 8 ins. . 6.00 . 30.00

3-yr., S. (3-0), 8 to 12 ins. . 8.00 . 40.00

4-yr., T. (2-2), 8 to 14 ins. . 18.00 . 90.00

*7-yr., TT., 12 to 18 ins. \$1.00 each

*8-yr., TT., 18 to 24 ins. \$1.50 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss. Nice, heavy branched plants.

SERBIAN SPRUCE—*Picea omorika*

Valuable ornamental. Tall, symmetrical habit of growth, with very narrow branch spread. Needles ½ to ¾ in. long. Glossy green.

4-yr., S. (4-0), 8 to 16 ins. . 16.00 . 80.00

4-yr., T. (3-1), 8 to 12 ins. . 25.00 . 125.00

COLORADO BLUE SPRUCE

Excellent stock—finest in the country. Fine for ornamental and Christmas tree use. Sturdy and compact in form: straight stems. From slightly blue-green to marvelous blue. Seed collected at very high cost from trees showing only the best characteristics.

2-yr., S. (2-0), 2 to 4 ins. . 4.00 . 20.00

3-yr., S. (3-0), 3 to 6 ins. . 6.00 . 30.00

3-yr., S. (3-0), 5 to 10 ins. . 10.00 . 50.00

Very superior stock.

4-yr., S. (4-0), 10 to 14 ins. . 14.00 . 70.00

(root-pruned)

4-yr., T. (2-1), 4 to 8 ins. . 15.00 . 75.00

4-yr., T. (2-2), 6 to 10 ins. . 25.00 . 125.00

5-yr., T. (3-2), 8 to 12 ins. . 35.00 . 175.00

*6-yr., TT., 10 to 12 ins. \$1.00 each

*8-yr., TT., 16 to 20 ins. \$2.00 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss.

ENGELMANN BLUE SPRUCE

3-yr., S. (3-0), 3 to 6 ins. . 6.00 . 30.00

CANADIAN HEMLOCK

Lacy, graceful growing habit. Can be sheared to any size. Hedges, specimen ornamentals. Full shade or full sunlight.

2-yr., S. (2-0), 4 to 8 ins. . \$10.00 . \$ 50.00

3-yr., S. (3-0), 8 to 14 ins. . 17.00 . 85.00

4-yr., T. (2-2), 6 to 12 ins. 30.00

5-yr., T. (3-2), 8 to 12 ins. . 40.00

*6-yr., TT., 12 to 18 ins. \$1.00 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss. Field-grown. Small ornamental size for hedge, background or specimen plants.

DOUGLAS FIR

Hardy Rocky Mountain type. Superior ornamental and Christmas tree.

2-yr., S. (2-0), 4 to 6 ins. . 5.00 . 30.00

3-yr., S. (3-0), 6 to 8 ins. . 10.00 . 45.00

4-yr., T. (3-1), 6 to 10 ins. . 16.00 . 80.00

*7-yr., TT., 12 to 18 ins. \$1.00 each

*8-yr., TT., 18 to 24 ins. \$1.50 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss.

BALSAM FIR

Extensively used for Christmas trees and ornamentals.

2-yr., S. (2-0), 2 to 3 ins. . 6.00 . 30.00

5-yr., T. (3-2), 6 to 12 ins. . 17.00 . 85.00

6-yr., T. (3-3), 10 to 16 ins. . 35.00

*7-yr., TT., 12 to 18 ins. \$1.00 each

*8-yr., TT., 18 to 24 ins. \$1.50 each

*Sold in lots of 5 or more. Individually packed with ball of peat moss. Field-grown, well branched for an early ornamental.

CONCOLD FIR

Excellent ornamental. Silver trunk and soft silver foliage. One of the best Christmas trees. Holds needles best of any short-needle tree.

2-yr., S. (2-0), 2 to 6 ins. . 10.00 . 50.00

4-yr., T. (2-2), 4 to 9 ins. . 25.00

4-yr., T. (2-2), 8 to 14 ins. . 40.00

FRASER FIR

Often called Southern Balsam Fir. Shiny green foliage, lighter under side. Delightful fragrance and attractive purplish cones. Hardy. Good ornamental or Christmas tree.

2-yr., T. (2-2), 10 to 12 ins. . 10.00 each

*T. (2-2), 15 to 18 ins. . \$1.50 each

*Sold with a lot of 5 or more. Packed with ball of peat moss.

DANEGGER'S QUALITY BARBERRY

RED-LEAVED BARBERRY

(*Atropurpurea*), 2-yr. seedlings.

Finest strain grown in America (300,000)

	Per 100	Per 1000
Lining-out	\$ 4.50	\$40.00
6 to 9 ins., well-branched	6.00	50.00
9 to 12 ins., well-branched	9.00	80.00
12 to 18 ins., well-branched	12.00	110.00
18 to 24 ins., well-branched	16.00	140.00

DANEGGER'S HI-WAY NURSERY, INC.

With a "Growing" Reputation

Box 336

MILFORD, DEL.

products are presented by a group effort there remains the need for follow-up selling.

Mr. Alampi believes that group advertising and promotional programs, well planned and keyed to individual efforts along local lines, will stand a better chance of succeeding if they are built around some standard insignia, seal or code, so that participating members can tie in and identify themselves.

Industrial landscaping has come to the fore in recent years, he said, but the surface has hardly been scratched. There are countless opportunities in new areas, reconstructed areas, highways, streets, public buildings, churches and parks, as well as housing developments. These projects call for real selling and also for concerted efforts by the association and individual members to participate in all campaigns to better the community and environment. He questioned the lack of effort made in trying to sell replanting and replacement jobs around homes which were built 20 to 40 years ago. He feels there is room for the employment of more women in the industry.

Planting Needs Told

George Spicer, landscape architect for the New York city housing

HOLLY LINERS

Superior Varieties of Ilex Opaca

	Each	Each
Per 100	Per 1000	
* 2-in. bands	\$0.35	\$0.30
** 2½-in. pots40	.35
** 3-in. pots or beds (6 to 10 ins.)45	.40
* Clark, Farage, Manig, Betsy, Osa.		
** Clark, Farage, Manig, Osa, Mae, Goldie, Margaret, Emily.		

2-in. bands50	.45
2½-in. pots55	.50

St. Mary, Sallie

Suitable MALES offered in matching sizes at same rates.

Holly Haven INC.

NEW LISBON, N.J.

NEW, SAFE WEED CONTROL FOR NURSERYMEN



Granular Chloro IPC

THE PELLETIZED CHEMICAL WEED KILLER

There's a new and better material to keep your plantings free of weeds and grasses this year. It's Niagara's Granular Chloro IPC. This pre-emergence weed control comes in particles about the size of sugar or salt granules. You simply spread it on the ground. It controls a wider range of weeds . . . does a better job than anything you may have used before.

Granular Chloro IPC is a safer material than a miscible. That's because the solid particles will not adhere to seedlings or transplants, but drop harmlessly to the ground. It's easier to use than a liquid as there is no mixing involved.

Since Granular Chloro IPC is most effective on germinating seeds, a clean, well cultured bed or plot is the necessary starting point. Thereafter when applied in the Spring it will give good control until late Summer. Ideally, two applications a year, one Fall, one Spring will assure maximum weed control.

Write for literature and recommended methods for applying.

OTHER NIAGARA PRODUCTS FOR THE NURSERYMAN

Bedrench—for seed beds.

Garden Sprays—for resale.

Insecticides and Fungicides—a complete line for nursery use.

Niagara Dusters—hand and power

Niagara CHEMICAL DIVISION

FOOD MACHINERY AND CHEMICAL CORPORATION

Middletown, N.Y., Richmond, Calif., Jacksonville, Fla., Tampa, Fla., Pompano, Fla., Wyoming, Ill., New Orleans, La., Ayer, Mass., Harlingen, Tex., Yakima, Wash., Pine Bluff, Ark., Canadian Associate: NIAGARA BRAND SPRAY CO., LTD., Burlington, Ontario



SURPLUS STOCK IN STORAGE

TERMS: As per our published list which includes satisfactory credit or cash with order.
Please order full bunches. 300 of any variety and size at 1000 rate.

	Per 100	Per 1000		Per 100	Per 1000	
ASH, GREEN			MAPLE, GINNALA	\$ 3.00	\$ 25.00	The following varieties can and be used as understocks.
2 to 3 ft.	\$ 4.00	\$ 35.00				Per 100 Per 1000
18 to 24 ins.	3.00	25.00	MULBERRY, RUSSIAN			PRUNUS AMERICANA (American Plum)
12 to 18 ins.	2.50	20.00	¾-in. cal.	4.00	35.00	¼-in. cal. (approx.)
6 to 12 ins.	1.40	12.00	18 to 24 ins.	3.00	25.00	2 to 3 ft. \$ 5.00 \$ 45.
BOX ELDER			12 to 18 ins.	2.40	20.00	½-in. cal. (approx.)
6 to 12 ins.	1.50	12.00	6 to 12 ins.	1.40	12.00	¾-in. cal. (approx.)
BUFFALO BERRY			OAK, BUR			12 to 18 ins. 3.20 \$ 30.
4 to 6 ins.	2.00	15.00	6 to 9 ins.	3.50	50.00	No. 3 (approx.)
CLEMATIS LIGUSTIFOLIA			OAK, PIN			6 to 12 ins. 2.10 \$ 18.
No. 1	4.50	40.00	12 to 18 ins.	8.50	80.00	PRUNUS BESSEYI (Western Bush Cherry)
No. 2	3.50	30.00	6 to 9 ins.	5.00	45.00	3 to 4 ft. 14.00 \$ 125.
COLUTEA ARBORESCENS (Bladder Senna)			OAK, RED			2 to 3 ft. 10.00 \$ 94.
¼-in. cal., topped to approx.			6 to 9 ins.	5.50	50.00	18 to 24 ins. 8.00 \$ 72.
18-in.	7.50	70.00	4 to 6 ins.	4.00	35.00	PRUNUS FRUTICOSA (Mongolian Cherry), 3 to 4 ft.
3/16-in. cal., topped to			OLIVE, RUSSIAN			18 to 24 ins., br. 11.00 \$ 100.
approx. 18 ins.	6.00	55.00	6 to 12 ins.	3.40	20.00	¾-in. cal. (approx.)
CORNUS AMOMUM (Silky Dogwood)			NINEBARK, RAMALEYI ,			12 to 18 ins. 8.00 \$ 72.
3 to 4 ft.	8.50	80.00	semidwarf, northern			½-in. cal. (approx.)
2 to 3 ft.	7.00	65.00	12 to 18 ins.	4.50	40.00	8 to 12 ins. 6.50 \$ 60.
18 to 24 ins.	6.00	55.00	PRUNUS MELANOCARPA (Western Choke Cherry), 8 to 15 ft.			PRUNUS HORTULANA , a non sucker American Plum, 8 to 12 ft.
12 to 18 ins.	5.00	45.00	6 to 9 ins.	3.50	30.00	½-in. cal. (approx.)
CORNUS STOLONIFERA			4 to 6 ins.	2.50	20.00	12 to 18 ins. 4.50 \$ 40.
18 to 24 ins.	6.00	55.00	PRUNUS PADUS COMMUTATA (Mayday Tree), 10 to 15 ft.			No. 3 (approx.)
12 to 18 ins.	5.00	45.00	3 to 4 ft.	12.00	110.00	6 to 12 ins. 3.00 \$ 28.
6 to 12 ins.	3.00	25.00	2 to 3 ft.	8.00	75.00	PRUNUS JAPONICA (Korean Chem-
CORYLUS AMERICANA (Hazelnut)			18 to 24 ins.	7.00	65.00	½ to 3 ft. 11.00 \$ 100.
6 to 9 ins.	5.00	45.00	12 to 18 ins.	5.50	50.00	18 to 24 ins. 6.50 \$ 60.
COTONEASTER ACUTIFOLIA			6 to 12 ins.	4.00	35.00	2 to 3 ft. 4.50 \$ 40.
18 to 24 ins.	11.00	100.00	4 to 6 ins.	2.50	20.00	½-in. cal. (approx.)
12 to 18 ins.	8.50	75.00	PRUNUS SEROTINA (Wild Black Cherry),			12 to 18 ins. 8.00 \$ 72.
6 to 12 ins.	5.50	50.00	30 to 40 ft.	5.50	50.00	½-in. cal. (approx.)
4 to 6 ins.	3.50	30.00	2 to 3 ft.	5.50	50.00	8 to 12 ins. 6.50 \$ 60.
ELM, CHINESE			18 to 24 ins.	4.50	40.00	No. 3 (approx.)
5 to 6 ft.	19.00	160.00	12 to 18 ins.	3.50	30.00	6 to 8 ins. 4.50 \$ 40.
4 to 5 ft.	12.00	100.00	REDBUD			PRUNUS SPINOSA (European Plum, black thorn), 3 to 5 ft.
3 to 4 ft.	7.50	65.00	18 to 24 ins.	10.00	90.00	½-in. cal. (approx.)
2 to 3 ft.	4.50	40.00	12 to 18 ins.	7.50	65.00	12 to 18 ins. 8.00 \$ 72.
18 to 24 ins.	3.00	25.00	6 to 9 ins.	4.50	40.00	½-in. cal. (approx.)
6 to 12 ins.	1.50	12.00	RIBES ODORATUM			8 to 12 ins. 6.50 \$ 60.
GRAPE, WILD (<i>Vitis riparia</i>)			2 to 3 ft.	7.50	70.00	No. 3 (approx.)
18 to 24 ins.	5.00	45.00	18 to 24 ins.	6.50	60.00	6 to 8 ins. 4.50 \$ 40.
12 to 18 ins.	4.00	35.00	12 to 18 ins.	5.00	45.00	PRUNUS TOMENTOSA (Nanking Cherry), 5 to 6 ft.
HACKBERRY			6 to 12 ins.	3.50	30.00	2 to 3 ft. 13.00 \$ 120.
3 to 4 ft.	10.00	90.00	ROSE, HANSEN HEDGE			18 to 24 ins. 10.00 \$ 90.
2 to 3 ft.	6.50	60.00	18 to 24 ins.	5.50	50.00	6 to 12 ins. 4.50 \$ 40.
6 to 12 ins.	1.90	15.00	12 to 18 ins.	4.50	40.00	4 to 6 ins. 3.00 \$ 28.
HONEYSUCKLE			RUSSIAN ARTEMISIA			FRUIT TREES
2 to 3 ft.	15.00	130.00	3 to 4 ft.	8.00	75.00	APPLE
18 to 24 ins., branched	14.00	120.00	2 to 3 ft.	6.50	60.00	Cortland, 1½-in. cal. \$ 9.00 \$ 10.
18 to 24 ins.	11.00	100.00	18 to 24 ins.	5.00	45.00	Red Delicious, ¾-in. cal. 9.00
12 to 18 ins.	7.50	65.00	12 to 18 ins.	4.50	40.00	Yellow Delicious, 1⅓-in. cal. 9.00
6 to 12 ins.	5.50	50.00	6 to 12 ins.	3.00	25.00	Dolgo, ½-in. cal. 8.00
LILAC, COMMON			SILVERBERRY (<i>Elaeagnus commutata</i>)			Hybl, Delicous, ¾-in. cal. 9.00
2 to 3 ft.	12.00	100.00	3 to 4 ft.	4.00	35.00	McIntosh Early, 1½-in. cal. 9.00
18 to 24 ins.	9.00	85.00	2 to 3 ft.	2.50	20.00	Yellow Transparent, 1½-in. cal. 9.00
9 to 12 ins.	6.00	55.00	18 to 24 ins.	5.00	45.00	CHERRIES
4 to 6 ins.	3.50	30.00	12 to 18 ins.	3.50	30.00	Montmorency,
LILAC, VILLOSA			VIBURNUM OPIULUS			½-in. cal. 9.00
2 to 3 ft.	11.00	100.00	4 to 6 ins.	5.50	50.00	¾-in. cal. 7.50
18 to 24 ins.	9.00	85.00	WALNUT, BLACK			¾-in. cal. 5.50
LOCUST, BLACK			12 to 18 ins.	3.50	30.00	18 to 24 ins. 4.50
4 to 5 ft.	8.50	75.00	6 to 12 ins.	2.50	20.00	New Paradise Asparagus , 2-1, \$2.50 per \$25.00 per 1000.
3 to 4 ft.	5.50	50.00				
6 to 12 ins.	1.70	15.00				
LOCUST, THORNLESS HONEY						
4 to 5 ft.	12.00	100.00				
3 to 4 ft.	8.50	75.00				
2 to 3 ft.	5.00	45.00				
18 to 24 ins.	3.50	30.00				
6 to 12 ins.	1.70	14.00				

authority, concluded the program with the topic "We're Looking for Plant Material." City planners now call for about five-sixths of future housing sites to be open and planted and only one-sixth to be covered by buildings. At the present time there are 80 operating city projects, 20 under construction and 40 in the planning stage.

The most important thing a nurseryman can do, he stated, is to plant only selected lining-out stock. It takes longer to grow poor material

than it does prime quality, he added, and there is always a demand for top-quality plant material.

Plant List

Plants used in city plantings must be able to stand abuse, including bark injuries. Mr. Spicer passed out mimeographed lists of plant materials which the city has found to be satisfactory and it included the following: Major trees, $2\frac{1}{2}$ to 5-inch caliper: London plane, honey locust, willow, oak, linden and ginkgo; mi-

nor trees, four to 10 feet high: Cockspur, thicket, downy, English and Washington hawthorns; Austrian pine; Russian olive; Japanese black pine and beach plum. Selected shrubs are Regel privet, rugosa rose, wintergreen barberry and firethorn.

A great deal of the landscaping in New York city is done where buildings have been demolished. On such sites, a tree with a 3-inch caliper is required to be planted in a pit six feet wide and three feet deep, which must be refilled with topsoil. Hedges

TREES

	Per 10	Per 100
Elm, American, 1 1/4-in. cal.	\$22.00	\$200.00
6 to 10 ft.	18.00	165.00
6 to 8 ft.	12.00	110.00
6 to 6 ft.	8.00	75.00
Elm, Moline, 1 1/4-in. cal.	28.00	250.00
8 to 10 ft.	22.00	200.00
6 to 8 ft.	15.50	140.00
6 to 6 ft.	11.00	100.00

100 Per
American

Huckleberry

2-in. cal.

	Per 10	Per 100
1 1/2-in. cal.	65.00	550.00
1 1/2-in. cal.	50.00	450.00
8 to 8 ft.	22.00	200.00

.50

Linden, Redmond

— An outstanding budded

Crimesian variety. We have grown and

tested this tree many years. Fairly fast

grower, has a spread similar to Pin Oak.

New wood growth turns red when matured.

Has never been damaged from wind, sleet,

snow, insect pests or disease. Excellent

shade for lawn, park and street planting.

orn Bush

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Research in the Northeast On Marketing Ornamentals

By Lawrence A. Dougherty

Six states—New Hampshire, Rhode Island, New York, New Jersey, Pennsylvania and West Virginia—are participating in a northeastern regional project, NEM 15, on improved marketing of ornamental nursery products. Connecticut also has a project in this field.

Leaders in the project met for a conference, along with representatives of a few other states and of the United States Department of Agriculture, at New York city, January 9. Some briefs from the reports read at the meeting follow:

New Hampshire's project is carried on under L. A. Dougherty, assistant professor of agricultural economics, University of New Hampshire, Durham. Emphasis is being placed on the problems of small nurserymen. Some data are being gathered of interest in the mail-order field. The character, timing and extent of advertising in several national horticultural publications has been studied and summarized. Perennials received the greatest attention—far out of proportion to their showing in the total sales as indicated in the special census of 1949. Their adaptability to mail-order sales, the ease of handling by the purchaser and the short waiting period for performance are undoubtedly factors. It also seems probable that a large number of small growers of perennials were never included in the census.

Expenditures in advertising vary widely among nurserymen, and most firms place a few advertisements in local newspapers in season. A few do consistent advertising; but in general, it appears that far more attention could well be given to publicity and advertising.

Consumer Survey

A consumer survey covering uses of nursery stock is being made. Such data may be useful as a guide to determining points of emphasis in general advertising and in descriptive price lists.

A master list of ornamental trees, shrubs and vines has been made for northern New England and is being checked with the principal nursery and landscape men in New Hampshire and a few out-of-state firms that are selling a considerable quantity of stock in the state. Items listed, stocked and sold by each person are

checked along with ratings on salability, hardiness and ornamental value. A final list will incorporate the opinions and the best experience of the trade in the state. It is hoped that this work may focus attention on the better items and help eliminate some of the less desirable stock being handled.

Data have been obtained from over 100 motel and tourist cabin owners in the state, covering use and purchase of nursery stock. In addition to being customers for stock and services, such establishments can serve as show places for desirable stock and good landscaping.

Packing Data

New Hampshire has published a report on Shipment of Hardy Chrysanthemum Rooted Cuttings, available on request from L. A. Dough-

erty, Morrill Hall, University of New Hampshire, Durham, N. H. Several methods of packing, costs of shipment on both a plant and dollar basis and condition of stock at destination are listed or described. Attention was given lightweight packages for the smaller shipments. Through the use of mailing tubes and wrapped excelsior rolls it was possible to cut weights on small shipments to eight ounces or less, resulting in a postage charge of one-fourth to one-fifth that of the usual type of package. A package of eight ounces or less would cost 5 to 7 cents, against 24 cents or more for the regular corrugated pasteboard package. This information applies principally to amounts of 10 to 15 rooted cuttings or less.

West Virginia was represented by Roger W. Pease, agricultural economics department, West Virginia University, Morgantown. That state had made a survey of its nursery industry which disclosed that slightly over half of the 107 nurseries contacted are operated on a part-time basis. All but three of the full-time nurseries are within 35 miles of cities

GUARANTEED - TO - LIVE TRANSPLANTED EVERGREENS



	Per 1000
American Arborvitae, 4-yr. transplants (2-2), 4 to 10 in.	\$ 7.00
Douglas Fir, 3-yr. transplants (2-1), 2 to 5 in.	65.00
Mugo Pine, 4-yr. transplants (2-2), 3 to 5 in.	70.00
Red Pine, 4-yr. transplants (2-2), 5 to 10 in.	65.00
Scotch Pine, 3-yr. transplants (2-1), 3 to 5 in.	65.00
White Pine, 4-yr. transplants (2-2), 5 to 10 in.	65.00
Norway Spruce, 4-yr. transplants (2-2), 4 to 8 in.	70.00

SEEDLINGS

(not guaranteed)

American Arborvitae, 2-yr. seedlings (3-0), 3 to 5 in.	20.00
Scotch Pine (North German), 2-yr. seedlings (2-0), 4 to 8 in.	20.00
Scotch Pine (Riga), 2-yr. seedlings (2-0), 3 to 6 in.	18.00

TERMS

Cash with order; or one-half cash with order balance. C.O.D. full price F.O.B. Fryeburg, Maine, net 30 days discount. 250 trees of any one kind and size at the 100 rate. For less than 250 of one kind, ask for retail price list. No extra charge for boxes or packing.

OUR GUARANTEE
90 per cent of all transplants sold at regular wholesale prices as quoted in this list are guaranteed to live. Replacements will be made free of charge for any losses in excess of 10 per cent of the number purchased, provided we are notified of such losses by October 1, 1957. (Seedlings not guaranteed.)

We believe that we grow and ship more transplanted evergreen trees than any other privately owned nursery in the country. Several other varieties of transplants available. Send for complete list of stock.

WESTERN MAINE FOREST NURSERY CO., Dept. AN-337

Fryeburg, Maine

NURSERY-GROWN STOCK

RED OAKS, 2 to 7-in. cal.

DOUGLAS FIR and HEMLOCKS, 4 to 20 ft.

Write for prices.

Also: NORWAY MAPLE SEEDLINGS,

\$50.00 per 1000.

THE BUDDIES NURSERY

P. O. Box 14

BIRDSBORO, PA.

Finished Stock—Lining-Out Stock

We have the following list of material in storage, in good dormant condition, ready for immediate shipment. Write, wire or phone reverse charges for attractive quotations.

Hardy Deciduous Flowering Shrubs

Green Barberry

Red Osier Dogwood

Witch Hazel

Oak-leaved Hydrangea

Morrowi Honeysuckle

Tartarian Honeysuckle

Dwarf Ninebark (Physocarpus)

Spiraea Vanhouttei

Weigela, assorted varieties

Also, Many Other Popular Varieties of Shrubs

Forest, Shade and Ornamental Trees

Silver Maple

White-Flowering Dogwood

Pink-Flowering Dogwood

Sweet Gum

Umbrella Magnolia (Tripetala)

American Plane Tree (Sycamore)

Oak, assorted varieties

— Also —

Evergreens, Coniferous and Broad-leaved

Good Assortment, Attractive Prices

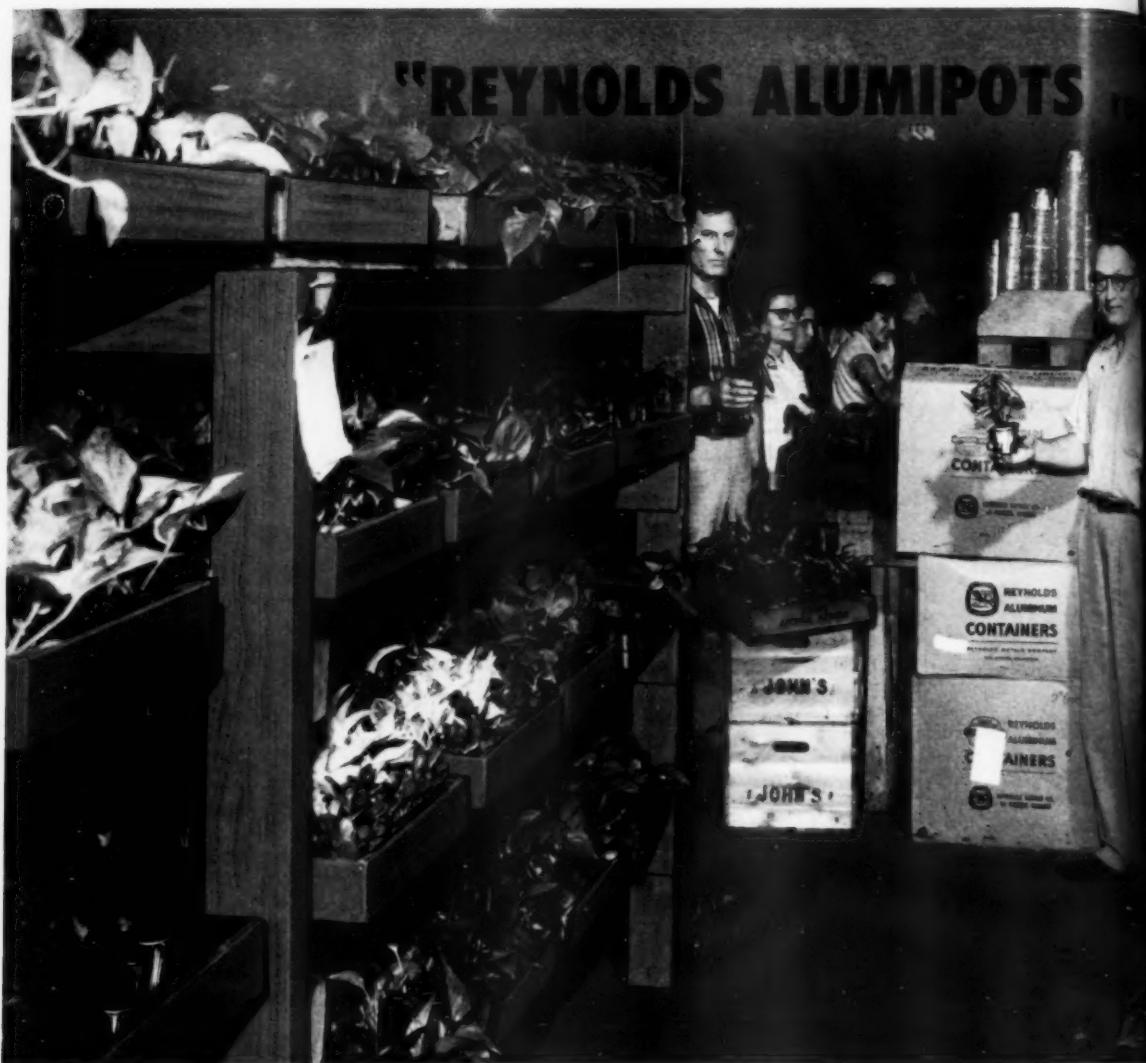
Send us your want list for attractive quotations.

Complete Wholesale Price List Mailed on Request.

FOREST NURSERY CO., INC.

McMINNVILLE, TENN.

Phones: 2425 and 4252



The Garden Center Display Rack shown in the photo at left was developed by JOHN'S NURSERIES as a sales-boosting "self-service department" easy to place anywhere. Made of lightweight, rustproof Reynolds Aluminum, it becomes a sparkling, eye-catching display when filled with colorful Reynolds Alumipots and Alumipaks.

REYNOLDS ALUMIPOTS*

Require less water and fertilizer than ordinary pots—extra economies for you. Available in brilliant silver, green, gold, blue and red for fast impulse sales. Sizes: 2 $\frac{1}{4}$ ", 3" and 4" Alumipots; and 4" fern pot.



REYNOLDS ALUMIPAKS*

8 $\frac{1}{4}$ " x 4 $\frac{1}{4}$ " x 2" deep, also 8 $\frac{1}{2}$ " x 4 $\frac{1}{2}$ " x 2 $\frac{1}{4}$ " deep, both with rounded corners. Hold a number of plants, protect them without repotting from seed flat to retail sale. Standard in bright, sparkling aluminum. Colors available on quantity orders.



*Trademark Reynolds Metals Company

... and problem of shipping ... add brilliant sales appeal to foliage plants as well!"

— writes John Masek of
JOHN'S NURSERIES
Apopka, Florida

John's

February 1, 1957

Mr. David P. Reynolds,
Vice President, Sales,
Reynolds Metals Company,
Louisville 1, Kentucky.

Dear Mr. Reynolds:

We enthusiastically endorse Reynolds Alumipots! Last April we had the opportunity to start shipping plants in these brilliantly new and exciting containers.

And for the record we ship plants successfully to the 48 states and Canada - and have never had a complaint on a plant shipped in a Reynolds Alumipot!

Reynolds Alumipots are ideal for shipping and displaying our plants because - Alumipots weigh only one-twentieth as much as clay. Alumipots are strong and flexible - never break in transit. Alumipots crinkled sides hold the soil in firmly. Furthermore, the broad base also prevents tipping and the hole in the bottom provides excellent drainage.

Most important - our customers agree that Reynolds Alumipots are the low-cost, practical way to add sales-stimulating color to Indoor Foliage Plants.

Cordially yours,

JOHN'S NURSERIES

John Masek
John Masek

P.S. We enthusiastically endorse your convenient Reynolds Distributors too!

Phone: Tucker 6-5061

Apopka, Florida



Save time. Save plant damage. Eliminate cutting of plants from flats, transplanting and wrapping. Encourage "take-with" sales. It will certainly pay you to grow, ship and sell in Reynolds new aluminum Alumipots and Alumipaks. Check with your Reynolds distributor today.

ORDER TODAY Reynolds Alumipots and Alumipaks are available from distributor warehouse stocks throughout the country.

REYNOLDS



ALUMINUM

Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky

See "CIRCUS BOY", Reynolds dramatic new show, Sundays, NBC-TV Network

Women shoppers already know Reynolds Wrap and the clean, sparkling convenience of aluminum. Take advantage of the powerful merchandising behind the REYNOLDS WRAP ALUMINUM PACKAGING SEAL . . . nationally advertised in top magazines and on network TV.



LINING-OUT STOCK

	Each Per 100	Each Per 1000
Azalea amoena, 1-yr., bedded cuttings	\$0.40	\$0.35
Azalea Fedora, 1-yr., bedded cuttings40	.35
Azalea Hino-crimson, 1-yr., bedded cuttings40	.35
Azalea Hinodegiri, 1-yr., bedded cuttings40	.35
Azalea mollis, red, very hardy strain, 3-yr. T. from beds, 10 to 15 ins., cut back last spring, 2 to 4 strong canes50	.45
Azalea mollis, yellow, very hardy strain, 3-yr., T. from beds, 8 to 12 ins., cut back last spring, 2 to 4 strong canes50	.45
Azalea mucronulatum, lavender, earliest flowering, 1-yr., T., 4 to 9 ins.20	.17½
Azalea Sherwood, red, 1-yr., bedded40	.35
Cornus florida rubra, 1-yr., grafts	1.10	.90
Cotoneaster divaricata, strong, 1-yr., S., 10 to 15 ins.10	.09
Cotoneaster divaricata, strong, 2-yr., S., 10 to 15 ins.	1.17½	.15
Euonymus alatus compactus, 2-yr., T., full of breaks, 4 to 8 ins.30	.25
Exochorda wilsonii, 2-yr., grafts, 18 to 24 ins.75	..
Forsythia Spring Glory, 1-yr., hardwood cuttings, 18 to 24 ins.18	.15
Ilex glabra, 2-yr., T., heavy, 8 to 12 ins.40	.35
Ilex rotundifolia, 2-yr., T., heavy, 6 to 9 ins.40	.35
Prunus tomentosa, 1-yr., S., 6 to 10 ins.10	.07½

TAXUS CAPITATA

Seed sown lightly. Plants grown with plenty of room in beds.
Strong, 2-yr., selected seedlings, 4 to 6 ins., \$15.00 per 100;
\$125.00 per 1000

Taxus hatfieldi, 2-yr., T., 6 to 9 ins.45 .40

VIBURNUM CARLESI

2-yr. S., 4 to 6 ins.	\$0.15	\$0.12½
2-yr. S., 8 to 12 ins.30	.25
*3-yr., T., 15 to 18 ins., strong branched75	.60

*Heavy, well-branched, excellent for mail-order trade and canning.

Viburnum wrightii, 2-yr., grafts, 12 to 18 ins.75 .60

SALABLE STOCK

Clematis montana rubens (Pink Anemone Clematis), a strong,
vigorous, hardy variety thriving under most adverse conditions.
Blooms profusely around Memorial day. Staked, 3 to 4 ft., B.R. 1.00

HELLEBORUS NIGER

(Christmas Rose)

3-yr., T., blooming size.

Suitable to pot up for sales on roadside stands and garden centers.
\$50.00 per 100. \$450.00 per 1000.

C. HOOGENDOORN NURSERYMAN

Turner Rd.

NEWPORT, R. I.

PACHYSANDRA

Terminalia (Japanese Spurge). The ideal permanent evergreen ground cover plant for shady and semi-shaded areas in all climates. Does well in sunny areas, too. Absolutely winter hardy in the most northern climates. Per 1000 for

Per 100 Per 1000 5000 or more

Strong, well-rooted, 1-yr. plants; propagated Prepaid F.O.B. here in same shipment in soil and peat frames with light shade... \$5.00 \$42.50 \$40.00

Available for immediate shipment March through December. Shipments anywhere, including Canada. Good packing free. A good source of supply.

PEEKSKILL NURSERY

Phone: Lakeland 8-5595
SHRUB OAK, N. Y.

We never talk about the other fellow's low prices; he knows what his merchandise is worth. We grow good evergreen liners. Ask for our wholesale list.

THE STEDMAN NURSERIES
NEWFANE, N. Y.

SPLIT ROCK NURSERIES

Propagators and Growers

218 Farview Ave.

PARAMUS, N. J.

Phone COlfax 2-5873

of 20,000 population. Attention is also being given the soil loss in sale of burlap stock as compared to potted stock. A publication, Some Effects of Location on West Virginia Nurseries, will be released shortly and may be obtained by writing to the agricultural economics department, West Virginia agricultural experiment station, Morgantown, W. Va.

The Rhode Island study is being made by James Brewer and Jack Caddick, of the department of horticulture, and Michael Zawadski, of the department of agricultural economics, University of Rhode Island, Kingston. Data on size, age and kinds of plants propagated and purchased, techniques of marketing and services performed in the state's nursery have been obtained. About 51 per cent of the nurseries grow 20 species or less, 31 per cent grow 20 to 39 species and 17 per cent grow 40 plant species or more.

Rhode Island is studying sales of ornamentals and other plants in containers. Some items handled in this manner were Spiraea Anthony Waterer, Hydrangea paniculata grandiflora and Weigela Vaniceki. The winter hardiness of the items carried over is of concern.

The New York project is under Joseph Metz, Jr.; Max Brunk, and Peter Chapogas, of the faculty of Cornell University, Ithaca. They have made a survey of the industry covering 25 per cent of the 1,504 certified nurseries listed in New York.

The sales of about 1,200 nurseries in the state were estimated at \$51,000,000. About 80 per cent of this volume was derived from retail sales. Less than 10 per cent of the firms account for two thirds of the sales volume. Supplies made up about 10 per cent of the sales volume. Two thirds of the nurseries surveyed use advertising, but expenditures total only about 2 per cent of gross sales. Local newspapers are the most important advertising medium. These findings are published in The Nursery Industry in New York State, A. E. 1051, now available from the agricultural economics department, Cornell University, Ithaca, N. Y.

Prof. George Luke, agricultural economics department, Rutgers University, New Brunswick, is in charge of the work in New Jersey. He has made a study of the sales of ornamentals at roadside stands. Approximately 200 stands in nine counties are represented in the research. About 75 per cent remain open seven days a week. About half of the

MARCH 15, 1957

C. C. POLLWORTH Co National Distributors

ELIMINATE TRANSPLANT SHOCK

Lengthen your selling season with

BIRD

perennial pots



Bird Perennial Pots					
Height	Price Per M.	Quantity Per Case	Weight Per Case	Top Diameter	Bottom Diameter
5"	\$65.00	200	65	8"	7"
5½"	39.50	200	33	5"	4"
5¾"	56.50	200	44	6"	4½"
6¼"	69.00	200	71	7"	5½"



VITA-M POTS Ideal for growing



You save labor costs because Bird Vita-M Pots are so light to handle. Imagine — you can easily lift two thousand Vita-M Pots! Microscopic pores in the Vita-M Pots allow constant moisture level, reduce watering frequency, reduce dry back and yet control water-logging.

Bird Vita-M Pots			
Size	Price Per M.	Quantity Per Case	Weight Per Case
2½"	\$10.75	1,000	16
2¾"	12.50	1,000	19
3"	17.50	1,000	27
3½"	20.50	1,000	37
4"	24.00	500	25



A new molded pulp seedling tray. Extremely resistant to deterioration. 6½ x 8 x 2½ inches deep.

Case of 200 (28 lbs.), \$11.60.

RATED ACCOUNTS

2%

10 DAYS

NET

30 DAYS

CASH WITH ORDER,

DEDUCT 2 %.

BIRD
VITA-GREEN
pots disintegrate
BUT —
your profits multiply

Contained for 14 weeks in its Bird Vita-Green Pot, this healthy plant is now ready for transplanting. But there'll be no transplant shock — because you plant the entire pot! The pot then disintegrates, allowing complete root penetration. "Vita" nutrient feeds plant to stimulate luxurious growth.

Bird Vita-Green Pots are ideal for annuals, vegetables and specialties. You can space out prime plants easily — allow room for heavy top growth. Transplanting is simplified because there's no rootball to remove, no empty pots to cart away. Attractive shape and green color make Bird Vita-Green Pots ideal for re-sale.

PRICES			
Size	Price Per M.	Weight Per Case	Quantity Per Case
2¼"	\$ 7.10	17	2,000
2½"	\$ 8.60	22	2,000
3"	\$12.40	31	2,000
3½"	\$14.30	20	1,000
4"	\$16.75	31	1,000



RED POTS
reduce shipping costs
keep rootballs healthy

Red Pots	Vita-Pots
2 -in. ctn. of 1000	\$ 8.60 \$14.60
2½-in. ctn. of 1000	8.60 14.95
3-in. ctn. of 1000	8.70 15.50
3½-in. ctn. of 1000	9.15 17.50
4-in. ctn. of 500	12.20 22.70
5-in. ctn. of 500	7.35 12.85
6-in. ctn. of 500	9.10 16.70
	11.15 22.05

TOM THUMB FLATS

bring you premium prices



Plants grown in Vita-Bands can be easily pressed into Tom Thumb Flats and sold at premium prices. No. 1: \$65 per thousand with twelve 1½ x 1½ x 2½ Vita-Band 10; \$44.70 per thousand for Flats only. No. 2: \$97 per thousand with twelve 2 x 2 x 2½ Vita-Band 10; \$49.60 per thousand for Flats only.

C. C. POLLWORTH CO.

A GOOD PLACE TO TRADE

MILWAUKEE, WIS.

HYBRID RHODODENDRON LINERS

RED - -

RED - -

RED - -

RED - -

RED

Also: Lavender, White and Pink

OWN ROOT

50¢ and up

WHOLESALE NURSERYMEN - DIVISION OF SEABROOK FARM



stands contacted advertise. Newspapers are the most-used medium, particularly on week-ends.

The Pennsylvania study is under the direction of C. A. Becker and R. P. Meahl, departments of agricultural economics and horticulture, respectively, Pennsylvania State University, University Park. They have made a survey of 640 home-owning families in urban, suburban and rural areas. Data on the kind, source and size of ornamental plants used are being obtained. The homeowners are being asked about the degree of satisfaction obtained from each planting. It is hoped that such data will be helpful in guiding nurserymen in their selection of varieties and in the merchandising techniques they use.

The group of workers voted to request a committee representing northeastern nurserymen to confer with the group in the year ahead. It was believed that such a committee could be helpful in making suggestions that would channel research into the fields of greatest value to the trade. Nursery marketing research is a relatively new field, and obtaining personnel thoroughly familiar with it has been one of the problems confronting those directing the projects.

PENNSYLVANIA ROUND TABLE

[Continued from page 8]

claimed. He cautioned that garden mart operators should not reduce the price of their surplus stock at the end of the season. This practice led only to complaints from regular customers and can create some problems in the event replacements are requested the following season. Gift certificates are offered all year, but

NOW JAPANESE RED MAPLES Own-Root Plants

Plants 4 to 7 ins., heavy root system.
1-yr. transplants, shipped bare-root.
\$25.00 per 100
For less than 100 plants add 10%.

SPECIAL

3-yr. grafted Japanese Red Maple transplants, field-grown, slightly branched, ideal for potting up for retail trade. Shipped bare-root.
10 to 15 ins. high, \$1.80 each.

Grafted Colorado Blue Spruce

All scions selected for extra-blue color.
1-yr. transplants, from lath house, 90c each.
2-yr., transplants, from outside beds, \$1.30 each.
200 plants or more 5% discount. Shipped bare-root.
For Koster Spruce, add 15c per plant.

GORTON'S NURSERY

R. D. No. 1, East Lake Rd.

HARBORCREEK, PA.

DAPHNE CNEORUM

Rooted Divisions
\$10.00 per 100 plants
\$90.00 per 1000 plants

EDEN NURSERIES
Eden, N. Y.

DEL-MAR-VA NURSERIES

Growers of Quality
Taxus, Ilex and other Ornamentals.
Ask for list.
DEL-MAR-VA NURSERIES
LINCOLN, DEL.
Phone: Milford, Delaware 4445

BOULEVARD NURSERIES

Newport, R. I.

- Quality Nursery Stock
- Lining-Out Stock
- Root-Thru Plant Pots

TAXUS

Upright, 6 to 14 ft.
Also Other Varieties of Taxus.

BULK'S NURSERIES
BABYLON, L. I., N. Y.

the demand is concentrated heavily in the Christmas season.

Landscape Trends

It was the consensus among the panel members and other participants in the session on "Landscape

Design—Now and Tomorrow," that the client's interests and way of living should have the greatest influence on the over-all design. The discussion revolved around Thomas Church's theme that "basically, gardens are for people." After a long

FLOWERING SHRUBS and BROAD-LEAVED EVERGREENS

Shrubs in storage for immediate shipment. All two-year, field-grown stock.

SHRUBS Each Each Per 10 Per 100

Althaea Arden, double blue
260 12 to 18 ins. br. \$0.20 \$0.15

Althaea anomonaeflora, double pink
2340 3 to 4 ft. br.35 .30

Althaea Lady Stanley, double pink
1120 3 to 4 ft. br.35 .30

Althaea paeniflora, double pink
440 3 to 4 ft. br.35 .30

Althaea purpurea semi-plena,
double purple
425 12 to 18 ins. br.20 .15

430 18 to 24 ins. br.25 .20

Althaea Boule de Fen, double red
90 18 to 24 ins. br.25 .20

800 2 to 3 ft. br.30 .25

3150 3 to 4 ft. br.35 .30

860 4 to 5 ft. br.40 .35

Althaea Lucy, double red
500 12 to 18 ins. br.20 .15

1030 2 to 3 ft. br.30 .25

5405 3 to 4 ft. br.35 .30

Althaea Rubis, single red
90 2 to 3 ft. br.30 .25

Barberry, red-leaved
720 9 to 12 ins. br.20 .15

1905 24 to 30 ins. br.40 .35

31730 to 36 ins. br.45 .40

Buddleia farquharii, purple, 1-year
100 L.O.06 .05

130 No. 215 .10

Buddleia Pink Charming, pink, 1-year
65 L.O.06 .05

280 No. 215 .10

Crape Myrtle, red
170 18 to 24 ins. br.30 .25

250 2 to 3 ft. br.40 .35

162 3 to 4 ft. br.45 .40

Cydonia Japonica rubra
664 L.O.12 .10

330 18 to 24 ins. 2 br.30 .25

246 2 to 3 ft. 2 br.35 .30

1200 12 to 18 ins. br.30 .25

**Dentzia Pride of Rochester*

12 to 18 ins. br.15 .10

18 to 24 ins. br.20 .15

2 to 3 ft. br.25 .20

3 to 4 ft. br.30 .25

Dentzia rosea

700 12 to 18 ins. L.O.07 .06

992 12 to 18 ins. br.15 .10

1640 18 to 24 ins. br.20 .15

1350 2 to 3 ft. br.25 .20

445 3 to 4 ft. br.30 .25

Forsythia fortunii

600 12 to 18 ins. br.15 .10

123 18 to 24 ins. 2 br.15 .10

250 2 to 3 ft. 2 br.20 .15

680 2 to 3 ft. 3 br.22% .17%

210 4 to 5 ft. br.35 .30

Honeysuckle, *fragrantissima*

270 2 to 3 ft. 2 br.25 .20

225 12 to 18 ins. br.15 .12

190 18 to 24 ins. br.25 .20

2750 3 to 4 ft. br.35 .30

20 4 to 5 ft. br.40 .35

Honeysuckle, *heckrottii*

2030 No. 1%25 .20

4270 No. 130 .25

SHRUBS Each Each Per 10 Per 100

Honeysuckle morrowi
125 12 to 18 ins. L.O. \$0.05 \$0.04

295 18 to 24 ins. L.O.06 .05

1050 12 to 18 ins. br.12 .10

3310 18 to 24 ins. br.17% .12%

4450 2 to 3 ft. br.22% .17%

1550 3 to 4 ft. br.27% .22%

Honeysuckle zabelii

2295 2 to 3 ft. br.25 .20

10280 3 to 4 ft. br.30 .25

6660 4 to 5 ft. br.35 .30

Philadelphus coronarius

1125 12 to 18 ins. br.15 .10

50 18 to 24 ins. br.20 .15

1050 18 to 24 ins. br.20 .15

2460 2 to 3 ft. br.25 .20

50 2 to 3 ft. 2 br.20 .15

Philadelphus grandiflorus

50 12 to 18 ins. br.15 .10

190 18 to 24 ins. br.20 .15

350 2 to 3 ft. br.25 .20

Philadelphus Virginal

50 18 to 24 ins. 2 br.25 .20

50 2 to 3 ft. 2 br.30 .25

165 12 to 18 ins. br.25 .20

Each Each
per 100 per 1000

Privet, Amur River South
3925 12 to 18 ins. br., T. \$0.05 \$0.04

Privet, California

575 18 to 24 ins. L.O.03% .03

30 18 to 24 ins. br.07 .06

2270 2 to 3 ft. br.08% .07%

3430 3 to 4 ft. br.09% .08%

Privet, Amur River North

675 18 to 24 ins. L.O.04 .03%

25,000 2 to 3 ft. br.09% .08%

15,000 3 to 4 ft. br.10% .09%

605 4 to 5 ft. br.11% .10%

Privet, Ibolium

400 18 to 24 ins. 3 br.08 .07

9800 2 to 3 ft. br.09% .08%

7915 3 to 4 ft. br.10% .09%

Rosa rugosa

80 No. 220 .15

280 No. 1%30 .25

1555 No. 135 .30

Rosa Pink Grootendorst

17 No. 220 .15

120 No. 1%30 .25

1061 No. 135 .30

Rosa Harrison's Yellow

20 No. 220 .15

140 No. 1%30 .25

650 No. 135 .30

Each Each
per 10 per 100

Spiraea Anthony Waterer

160 12 to 15 ins. br. \$0.25 \$0.20

60 15 to 18 ins. br.30 .25

435 24 to 30 ins. br.40 .35

Spiraea japonica cocinea

340 15 to 18 ins. br.35 .30

390 18 to 24 ins. br.40 .35

40 24 to 30 ins. br.45 .40

Spiraea froebellii

410 12 to 15 ins. br.25 .20

250 15 to 18 ins. br.30 .25

200 18 to 24 ins. br.35 .30

385 24 to 30 ins. br.40 .35

Spiraea nana (Dwarf Ninebark)

4820 2 to 3 ft. br.25 .20

3310 3 to 4 ft. br.30 .35

Spiraea vanhouttei

6000 18 to 24 ins. br.15 .10

5000 2 to 3 ft. br.20 .15

5085 3 to 4 ft. br.25 .20

130 4 to 5 ft. br.30 .25

Weigela floribunda, red

25 12 to 18 ins. L.O.10 .07%

100 18 to 24 ins. L.O.12 .10

60 18 to 24 ins. 2 br.25 .20

90 2 to 3 ft. 2 br.30 .25

150 12 to 18 ins. br.25 .20

340 18 to 24 ins. br.30 .25

290 2 to 3 ft. br.35 .30

215 3 to 4 ft. br.40 .35

Weigela Eva Rathke, red

110 6 to 12 ins. L.O.07% .06

650 12 to 18 ins. L.O.10 .07%

475 18 to 24 ins. L.O.12 .10

670 18 to 24 ins. 2 br.25 .20

880 2 to 3 ft. 2 br.30 .25

2455 12 to 18 ins. br.25 .20

1910 18 to 24 ins. br.30 .25

1500 3 to 4 ft. br.40 .35

SHRUBS Each Each per 10 per 100

Weigela rosea, pink
140 12 to 18 ins. L.O. \$0.06 \$0.05

170 18 to 24 ins. 2 br.15 .12%

70 2 to 3 ft. 2 br.20 .15

500 12 to 18 ins. br.20 .15

TREES

BROAD-LEAVED EVERGREENS

BUXUS sempervirens

12 to 15 ins. B&B1.50

15 to 18 ins. B&B1.75

Lombardy Poplar, 1-year

4005 6 to 8 ft.22 .20

550 8 to 10 ft.35 .30

Willow, Babylonica

20 5 to 6 ft.75 .50

140 12 to 15 ft.75 .50

Redbud

159 6 to 8 ft.85 .75

Silver Maple

93 2 to 3 ft.80 .25

40 3 to 4 ft.35

112 4 to 5 ft.50

49 5 to 6 ft.60

Euonymus japonicus

18 to 24 ins. B&B1.00

24 to 30 ins. B&B1.25

30 to 36 ins. B&B1.50

Euonymus patens

15 to 18 ins. B&B1.00

18 to 24 ins. B&B1.25

24 to 30 ins. B&B1.50

Ilex burfordii, heavy

18 to 24 ins. B&B1.50

24 to 30 ins. B&B2.00

Ilex cornuta femina, heavy

18 to 24 ins. B&B1.50

24 to 30 ins. B&B2.00

Ilex howardii

18 to 24 ins. B&B1.50

2 to 3 ft. B&B1.75

3 to 4 ft. B&B2.25

Ligustrum lucidum

18 to 24 ins. B&B1.00

24 to 30 ins. B&B1.25

30 to 36 ins. B&B1.50

Magnolia grandiflora

2 to 3 ft. B&B2.50

3 to 4 ft. B&B3.00

4 to 5 ft. B&B4.00

Magnolia soulangiana, bare-root

831 12 to 18 ins. L.O. 2-yr. T.50

705 18 to 24 ins. L.O. 2-yr. T.60

1125 12 to 18 ins. br. 2-yr. T.75

383 18 to 24 ins. br. 2-yr. T.90

320 3 to 4 ft. br. 2-yr. T.1.50

Magnolia soulangiana nigra, bare-root

70 12 to 18 ins. br. 2-yr. T.75

10 18 to 24 ins. br. 2-yr. T.1.00

82 2 to 3 ft. br. 2-yr. T.1.25

Nandina domestica

1 to 24 ins. B&B1.00

24 to 36 ins. B&B1.25

30 to 36 ins. B&B1.50

3 to 4 ft. B&B1.75

Photinia serrulata

18 to 24 ins. B&B1.25

24 to 30 ins. B&B1.50

30 to 36 ins. B&B1.75

Pyracantha laevis

18 to 24 ins. B&B1.25

2 to 3 ft. B&B1.50

Cash with order unless credit established with us. Quotations gladly submitted on large quantities.

MORNING STAR NURSERY

RIVES, TENNESSEE
On U. S. Highway 45-W, 60 miles south of Cairo, Ill.

**4 New Sturdy
Euonymous Shrubs**
The IDEAL BROAD-LEAVED
EVERGREEN
for Modern Landscape Design



EMERALD PRIDE
(Pat No. 1073) Compact-bush type.



EMERALD CHARM
(Pat. No. 1079) Narrow, columnar.



EMERALD CUSHION
(Pat. No. 1112) Low, dwarf shrub.
Available from LICENSED GROWERS.
See Feb. 1 and Feb. 15 issues of
American Nurseryman.

Created and Patented by
CORLISS BROS., Inc.
Gloucester and Ipswich, Mass.

discussion the group listed the following factors that nurserymen must consider in their garden designs: Peace and quiet; the owner's hobbies; the site desired by the client; the presence of children and aged persons; pets; maintenance; number of cars and parking facilities; windows and glass block walls; ancestral background; interest in plants, and color preferences.

A good garden designer, it was pointed out, incorporates the desires of the client in a beautiful plan. Future garden design must cope with the more formal and severe lines of modern architecture and need for plants and other green material to complement these lines. There is a strong need for an integration of house and garden in modern design. The trend toward indoor gardening was briefly discussed.

Shade tree ordinances usually vary in each municipality, it was agreed at the round-table discussion on that topic, with several of those present stating the laws as they applied to various sections of the state. The topic of planting new street trees was the one which dominated the interest of the panel members. Three common practices were explained in detail. In one, the property owner is requested to excavate the planting hole, with the municipality furnishing the soil and the nurseryman the tree and planting materials. In this case the municipality pays the entire cost of planting the tree. In a second case, the municipality excavates the hole and the nurseryman furnishes the soil, tree and needed materials, with the municipality paying the costs. In the third example cited, the nurseryman does the entire job. Some municipalities charge the entire cost of street tree planting to the property owner.

Replacement of dead material within one year's time also came in for vigorous discussion. The consensus among panel members and participants regarding street tree planting and selection was that care should be exercised in trying to force a street tree on a property owner.

The suggested distance for planting street trees was a minimum of 50 feet apart. If the municipality does not carry on a maintenance program with regard to street trees, it was suggested that nurserymen try to institute one for newly planted trees during the first season.

BAY LANDSCAPING CO., Bay-side, L. I., is adding a retail flower shop to its garden center operation.

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LINERS

For Spring Shipment
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JAMES WELLS NURSERY, Inc.

P. O. Box 141, RED BANK, N. J.

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Northern Grown

2 to 4 ins., S.	\$ 1.50	1000
3 to 6 ins., S.	2.50	15.00
6 to 9 ins., S.	3.50	23.00
9 to 12 ins., S.	8.00	60.00
12 to 15 ins., S.	10.00	80.00
18 to 24 ins., S.	30.00	...

Freshly collected, well rooted. Potted and packed in sphagnum moss. Catalog of plants, ferns, evergreens on request.

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CHARLOTTE, VT.

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TREES and PLANTS
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Successor to Moon's
Established 1767
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ROSA MULTIFLORA JAPONICA
(thornless seedlings) Per 1000
2 to 4 mm. \$15.00
4 to 6 mm. 30.00
6 to 8 mm. 45.00

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Grafts are normally ready for shipment after April 15. Since there is a possibility of damage by late spring frost, kindly give a shipping date when you feel it is safe to plant without frost injury.

	Per 10	Per 100		Per 10	Per 100
Acer rubrum columnare	\$7.50	\$65.00	Juniperus virginiana schotti	\$6.50	\$55.00
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Cornus florida rubra	6.50	55.00	Magnolia soulangeana	7.50	65.00
Cornus florida rubra Prosser	7.50	65.00	Magnolia soulangeana nigra	7.50	65.00
Cornus kousa chinensis	6.50	55.00	Magnolia stellata	7.50	65.00
Fagus sylvatica riversi	6.50	55.00	Magnolia stellata rubra	7.50	65.00
Juniperus chinensis columnaris glauca..	6.50	55.00	*Pinus cembra	7.00	60.00
Juniperus chinensis columnaris viridis..	6.50	55.00	Thuja occidentalis douglasii spiralis	5.50	45.00
Juniperus chinensis keteleeri	6.50	55.00	Thuja occidentalis elegantissima	5.50	45.00
Juniperus chinensis neaboriensis	6.50	55.00	Thuja occidentalis lutea Mary Corey ..	5.50	45.00
Juniperus chinensis sargentii	6.50	55.00	Thuja occidentalis lutea Geo. Peabody..	5.50	45.00
Juniperus chinensis sargentii glauca....	6.50	55.00	Thuja occidentalis nigra	5.50	45.00
Juniperus sabina Von Ehron	6.50	55.00	Thuja occidentalis pyramidalis	5.50	45.00
Juniperus squamata meyeri	6.50	55.00	Thuja occidentalis rosenthali	5.50	45.00
Juniperus virginiana burki	6.50	55.00	Thuja occidentalis wareana (sibirica) ..	5.50	45.00
Juniperus virginiana canaertii	6.50	55.00	Thuja orientalis aurea nana	5.50	45.00
Juniperus virginiana elegantissima	6.50	55.00	Thuja orientalis conspicua	5.50	45.00
Juniperus virginiana glauca	6.50	55.00	Thuja orientalis elegantissima	5.50	45.00
Juniperus virginiana globosa	6.50	55.00	Tsuga canadensis pendula	6.50	55.00
Juniperus virginiana kosteraiana	6.50	55.00			

*Five-needle pines cannot be shipped in the following states: Arizona, California, Colorado, Georgia, Kentucky, New Mexico, Nevada, South Carolina and Tennessee.

Due to handling costs, orders for less than \$10.00 cannot be accepted.

HESS' NURSERIES

P. O. Box No. 788
MOUNTAIN VIEW, N. J.

EXPAND NEW YORK COURSES

Contracts for construction of new greenhouses, a flower shop, a laboratory and a garden center have been awarded in the expansion program of the floriculture division of the agricultural and technical institute, State University of New York, Alfred, N. Y.

The new buildings will cover approximately one and one-half acres and will be supplemented by an additional one and one-half acres devoted to display gardens, arboretum plantings and a small producing nursery. Facilities, which include a lath house and a cloth house in current use, will be managed and operated by the students, under faculty supervision. Plans for the new additions were developed by members of the Central New York chapter of the American Institute of Architects.

The curriculum in the division includes instruction in nursery management and landscaping in a 2 or 2½-year course leading to a university degree.

PARTNERS in the newly started Helanda Nursery, near Waldorf, Md., are Carson A. and Anne O. Andrick, of Silver Spring, Md.

"A friendly, efficient sales service."

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See Our Price List in the
January 15 Issue

NURSERY STOCK

Per 100 Per 1000

<i>Berberis thunbergia atropurpurea</i>	
2-yr., S., 4 to 10 ins. . .	\$ 5.00
2-yr., S., 10 to 15 ins. . .	9.00
2-yr., S., 15 to 18 ins. . .	12.50
2-yr., S., 18 to 24 ins. . .	20.00
	175.00

<i>Berberis thunbergia</i> (green)	
2-yr., S., 4 to 9 ins. . .	4.00
2-yr., S., 9 to 12 ins. . .	6.00
2-yr., S., 12 to 15 ins. . .	7.50
	60.00

<i>Cydonia japonica</i>	
1-yr., S., 4 to 10 ins. . .	1.00
	30.00

<i>Euonymus alatus compactus</i>	
R.C., field-grown, 1-yr. . .	17.50
	165.00

<i>Forsythia Spring Glory</i>	
1-yr., field-grown	6.00
1-yr., field-grown, 18 to 24 ins.	12.50
	100.00

<i>Taxus cuspidata</i> , spreading	
2-yr., T.	25.00
	225.00

BROUWER'S NURSERIES
BOX 25, NEW LONDON, CONN.

ORNAMENTAL EVERGREENS

Trees and Shrubs

BAGATELLE NURSERY

P. O. Huntington Station, N. Y.

FOR 57 YEARS

*Our business has been
growing
Rhododendrons
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Perennials, Roses
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BOBBINK NURSERIES, INC.

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E. RUTHERFORD, N. J.

Hitch on to more profits
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One man operating a York Rake can do more in a few hours than a crew of men using old-fashioned hand methods can accomplish in a whole day! The York Rake is practically the only tool you need to do every job from rough grading to final raking. It's sturdy, it's efficient, it's easy to operate, and it soon pays for itself in time and labor savings. Model RE for tractors with 3-point hitch. Other models for lighter tractors.



The YORK RAKE does all these landscaping jobs better... faster... easier — eliminates costly hand labor!



Rakes stones, roots and debris



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Get the complete story on this versatile, labor-saving tool. This illustrated folder describes the many uses for the York Rake that make it a profit-producer on every landscaping and lawn-building job.

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YORK
MODERN CORPORATION
UNADILLA, NEW YORK

Ohio Short Course

Garden Store Design and Management

Reported by Preston L. Taylor

"Nursery Garden Store Design and Management" was discussed by Norman M. Johnston, Baltimore, Md., at the nurserymen's day program, January 23, during the short course for Ohio arborists, landscape gardeners and nurserymen, reported on other pages of this issue. The speaker began by saying that Ohio ranks second only to California in the number of owner-occupied detached homes. Such homes are the primary market for garden supplies, and the number of such homes in an area is a much more reliable indicator of potential garden supply sales volume than population, income or the number of families. In addition, families living near the larger metropolitan centers are more inclined to buy gardening materials and tools than are those in rural areas. Ohio has five metropolitan areas of over half a million population, more than any other state. It also has a large number of fine garden stores.

The over-all design of the garden store and its surrounding area is important, because the entire establishment appears as one unit to the customer. A pleasant environment is important to the nurseryman as well as to the customer.

Survey

A recent survey by an Ohio firm of marketing consultants on garden center layout and display brought out some interesting facts concerning the problems of the garden supply stores. One of the most general problems was lack of space due to rapid growth of business. In such a situation, every square foot of store must do more selling. Entrances from the road should be easy to enter. Signs some distances from the store along the highway help to give adequate notice of the location of the garden store.

A second problem is that of parking. Major needs of parking areas are convenient entrances and exits. The parking area should be convenient to loading. Marking off parking spaces will help customers to utilize available space to the maximum. Another problem is to provide access to the entrances to lath houses and garden stores. Ideally, the parking area should be convenient to both

entrances. It is important to consider drainage and ability to maintain a good footing in the parking area.

Use of Windows

Relatively few garden stores make the most of their windows. The most effective windows are deep, affording an unobstructed view of the merchandise displayed in the interior of the store. The view should not be obscured by dirt on the windows, displays close to the glass which are too high or counters or shelves in the foreground.

The signs identifying the garden store should be well-designed, simple and well-constructed. The use of flexible signs should be considered. With such signs, using movable letters or a structure which permits hooking secondary signs under the

major one, customers can be attracted to seasonal merchandise.

Traffic Control

Inside the store, one of the major problems is the control of traffic. Traffic flow may be impeded by narrow aisles, cluttered floors, and merchandise that is moved out of position for demonstration and not replaced. It is important that customers be attracted to every department, since much of garden store buying is impulse buying.

Good utilization of display space is an important factor in traffic control. Central displays should not be so high that they obstruct the view of merchandise on the other side of the store. Poorly lighted areas will not attract customers. There should be plenty of free movement between

ROSEBUSHES

A superb crop enables us to offer a few choice varieties. Stored under perfect conditions of temperature and moisture, we deliver them to you field fresh.

Patented Hybrid Teas

	Each 10 to 19	Each 20 to 29	Each 10 to 19	Each 20 to 29	
Chrysler Imperial, No. 1...	\$1.40	\$1.25	New Yorker, No. 1 1/2	\$1.00	\$0.90
Charlotte Armstrong, No. 1	1.25	1.12 1/2	Rubalynt, No. 1	1.00	.87 1/2
Forty-Niner, No. 1	1.25	1.12 1/2	Tiffany, No. 1	1.40	1.25
Helen Trumbel, No. 1	1.40	1.25	White Swan, No. 1	1.25	1.12 1/2
Lowell Thomas, No. 1	1.25	1.12 1/2	Golden Scepter, No. 1	1.10	1.00
Mojave, No. 1	1.50	1.37 1/2	K. T. Marshall, No. 1	1.00	.87 1/2

Patented Floribundas

Fashion, No. 1	1.10	1.00	Pinochio, No. 1	1.00	.87 1/2
Jiminy Cricket, No. 1	1.10	1.00	Red Pinochio, No. 1	1.00	.87 1/2
Lilibet, No. 1	1.10	1.00	Vogue, No. 1	1.10	1.00

Many more patented and standard varieties available. Send for descriptive listing and prices.

SOMERSET ROSE NURSERY
P. O. Box 608 **NEW BRUNSWICK, N. J.**

MULTIFLORA ROSE

(*Rosa multiflora japonica*)

Upright, thorny-type, hardy, northern-grown stock, for conservation, living fences and budding understock. Our soil makes the finest fibrous roots. Our high quality is well known.

Per 1000
1 to 3 mm. in caliper, 8 to 10 ins. in height.....
3 to 8 mm. in caliper, 10 to 24 ins. in height for conservation
4 to 6 mm. in caliper, 15 to 20 ins. in height for understock.....
6 to 8 mm. in caliper, 18 to 30 ins. in height.....

Free Packing
Less than 1000 add 30%.

BROOKVILLE NURSERIES

Box 53, Northern Blvd.

GLEN HEAD, N. Y.

QUALITY GUARANTEED TO PLEASE



3-yr. block, Dogwood, once root-pruned.



3-yr. block, Ilex rotundifolia.

ILEX ROTUNDIFOLIA

	Each
15 to 18 ins., B&B	\$1.50
18 to 24 ins., B&B	2.00

PFITZER JUNIPER

15 to 18 ins., B&B	1.50
18 to 24 ins., B&B	2.00
24 to 30 ins., B&B	2.50
30 to 36 ins., B&B	3.00

HETZ JUNIPER

15 to 18 ins., B&B	1.50
18 to 24 ins., B&B	2.00
24 to 30 ins., B&B	2.50
30 to 36 ins., B&B	3.00

GREEK JUNIPER

15 to 18 ins., B&B	1.50
18 to 24 ins., B&B	1.75

GLOBE ARBORVITAE

15 to 18 ins., B&B	1.75
24 to 30 ins., B&B	2.00

PYRAMIDAL ARBORVITAE

2 to 3 ft., B&B	2.00
3 to 4 ft., B&B	2.25

ABELIA GRANDIFLORA

18 to 24 ins., B.R.	.50
2 to 3 ft., B.R.	.75
3 to 4 ft., B.R.	1.00

B.R. add 25¢ each.

BARBERRY, SARGENT

15 to 18 ins., B&B	1.50
18 to 24 ins., B&B	2.00
24 to 30 ins., B&B	2.25

BOXWOOD, SEMPERVIRENS

12 ins., B&B	1.50
15 ins., B&B	2.00
18 ins., B&B	2.50
20 ins., B&B	3.50

COTONEASTER DIVARICATA

2 to 3 ft., B&B	1.50
-----------------	------

ELAEAGNUS PUNGENS**FRUITLANDI**

24 to 30 ins., B&B	1.50
30 to 36 ins., B&B	1.75

ELAEAGNUS PUNGENS**REFLEXA**

24 to 30 ins., B&B	1.50
30 to 36 ins., B&B	1.75

EUONYMUS CARRIEREI

15 to 18 ins., B&B	1.25
18 to 24 ins., B&B	1.50

EUONYMUS PATENS

	Each
15 to 18 ins., B&B	\$1.25
18 to 24 ins., B&B	1.50
24 to 30 ins., B&B	1.75

EUONYMUS RADICANS ERECTUS

15 to 18 ins., B&B	1.25
18 to 24 ins., B&B	1.50

ILEX VOMITORIA

2 to 3 ft., B&B	2.50
3 to 4 ft., B&B	3.50

JASMINE, FLORIDUM

2 to 3 ft., B.R.	1.00
B&B add 25¢ each.	

CHERRY LAUREL

2 to 3 ft., B&B	1.75
3 to 4 ft., B&B	2.25
4 to 5 ft., B&B	3.00
5 to 6 ft., B&B	3.75

ENGLISH LAUREL

24 to 30 ins., B&B	1.75
30 to 36 ins., B&B	2.00

NANDINA DOMESTICA

18 to 24 ins., B&B	1.25
24 to 30 ins., B&B	1.50
30 to 36 ins., B&B	1.75

MAGNOLIA GRANDIFLORA

2 to 3 ft., B&B	2.50
3 to 4 ft., B&B	3.50

VIBURNUM, LEATHER-LEAVED

18 to 24 ins., B&B	1.75
24 to 30 ins., B&B	2.25

DOUBLE-FLOWERING PEACH

Red, White and Pink	
2 to 3 ft., B.R.	.30
3 to 4 ft., B.R.	.40

RHUS COTINUS

(Smoke Tree)	
4 to 5 ft., B.R.	.75
5 to 6 ft., B.R.	1.00

TREE WISTARIA

3 to 4 ft., B&B	3.50
4 to 5 ft., B&B	4.50

MIMOSA

4 to 5 ft., B.R.	.85
5 to 6 ft., B.R.	1.10

RED-LEAVED BARBERRY

	Each
15 to 18 ins., B.R.	\$.25
18 to 24 ins., B.R.	.35

PINK-FLOWERING DOGWOOD

with bloom buds	
3 to 4 ft., B.R.	2.50
4 to 5 ft., B.R.	3.50
5 to 6 ft., B.R.	4.50
B&B add 50¢ each.	

PINK-FLOWERING DOGWOOD

18 to 24 ins., B.R.	1.00
24 to 30 ins., B.R.	1.25
30 to 36 ins., B.R.	1.50
3 to 4 ft., B.R.	2.00
B&B add 50¢ more.	

WHITE-FLOWERING DOGWOOD

3 to 4 ft., B.R.	1.00
4 to 5 ft., B.R.	2.00
5 to 6 ft., B.R.	2.50
6 to 8 ft., B.R.	4.50
B&B add 50¢ more.	

OAK-LEAVED HYDRANGEA

24 to 30 ins., B.R.	.40
30 to 36 ins., B.R.	.50

MAGNOLIA SOULANGEANA

2 to 3 ft., B&B	2.50
3 to 4 ft., B&B	3.00

VIBURNUM LANTANA

2 to 3 ft., B.R.	.30
3 to 4 ft., B.R.	.40

PEACH, 1-YR., DORMANT

3 to 4 ft.	.25
2 to 3 ft.	.20

Ambergem**Belle of Georgia****Champion****Dixiegem****Elberta****Golden Jubilee****Halehaven****J. H. Hale****Sullivan Early Elberta****Redhaven****Red Skin****Keystone****Triogem**

HAWKERSMITH & SONS NURSERY

TULLAHOMA, TENN.

Phone: GL-5452

Japanese Red Maple Seedlings

ACER PALMATUM ATROPURPUREUM

All Seedlings Dark Red

	Each	Per 100
2-yr., br., T., 6 to 8 ins.	\$0.43	
2-yr., br., T., 8 to 10 ins.	.48	
2-yr., br., T., 10 to 15 ins.	.60	
All 2-yr. suitable for open field planting.		
3-yr., br., T., 8 to 10 ins.	.58	
3-yr., br., T., 12 to 15 ins.	.75	
4-yr., br., T., 10 to 12 ins.	1.00	
Less 8%, 250 or more.		
3 and 4-yr. salable this spring in pots.		

Packed in sphagnum, can ship until April 15.
20% deposit will reserve order, balance before delivery.

HUBBS NURSERIES

Rt. 130, RIVERTON, N. J.

JAPANESE BARBERRY

Per 100 Per 1000

GREEN		
2-yr., S., 9 to 12 ins.	\$ 7.50	\$ 60.00
Heavy, T., 15 to 18 ins.	20.00	175.00
Heavy, T., 15 to 24 ins.	25.00	225.00
Heavy, T., 2 to 2 1/2 ft.	30.00

RED		
2-yr., S., 6 to 9 ins.	5.50	45.00
2-yr., S., 12 to 18 ins.	9.50	85.00
3-yr., T., lightweight,		
12 to 18 ins.	17.50	150.00
3-yr., T., lightweight,		
18 to 24 ins.	22.50	200.00
Heavy, T., 12 to 15 ins.	22.50	200.00
Heavy, T., 15 to 18 ins.	27.50	250.00
Heavy, T., 18 to 24 ins.	33.00	300.00
Heavy, T., 2 to 2 1/2 ft.	37.50	350.00

5% cash discount. Packing additional at cost. Can make immediate shipment.

FAIRVIEW EVERGREEN NURSERIES
FAIRVIEW, Erie Co., PA.

HEMLOCK

Rhododendron—Kalmia

Azalea

CURTIS NURSERIES
CALICOON, N. Y.

QUALITY LINERS
In Wide Assortment
NURSERY SALES, INC.

525 Stevens Ave., P. O. Box 295
RIDGEWOOD, N. J.
GI. 4-6848

QUALITY LINERS

Per 100

Viburnum Carlesi		
4 to 8 ins., seedlings		\$20.00
American Holly		
8 to 12 ins., transplants		27.50
French Hybrid Lilacs, best varieties		
12 to 18 ins., grafts		37.50
Pink-flowering Dogwood		
10 to 15 ins., grafts		75.00
15 to 24 ins., grafts		85.00

Send for new Spring List.

POSSUM HOLLOW NURSERIES

6909 Henley St.

PHILADELPHIA 19, PA.



PRINCETON NURSERIES

A very complete line of
Quality Ornamental Stock.

Come to see us.

Send us your Want List.

Write for catalog.

PRINCETON NURSERIES

Ph. Princeton 1-1776 PRINCETON, N. J.

Trees, Evergreens, Shrubs
Fruit Trees

Write for Our Wholesale Trade List

W. - T. Smith Corporation
Telephone 2689 **GENEVA, N. Y.**

the garden store and lath houses or outdoor displays. Windows on the lath house side of the store and big transparent doors will encourage traffic from one area to another.

Window displays should be changed frequently so that they will continue to attract interest. In all displays, it is important to have plenty of every line of goods. Island displays can be built up of masses of merchandise.

Chief Problems Named

When garden store owners were asked the question, "What do you consider to be the two or three major problems faced in operating your store?", they answered:

1. Getting and keeping good help.
2. Seasonal nature of the business and the problem of maintaining year-around profits.
3. Unconventional hours.
4. Parking on busy days.
5. Feeding and watering nursery stock.
6. Pricing of merchandise.
7. Lack of space.
8. Introduction of sporting goods, toys and other lines to stimulate traffic and round out seasonal sales curves.
9. Getting the most out of advertising.

None of the people questioned brought up the problem of getting the most out of every square foot of floor space. However, this is a highly important problem, and garden store operators should learn to think in terms of production of revenue per square foot of floor space. To increase sales per square foot, two general approaches are necessary. First, allocate space for particular merchandise, taking full cognizance of seasonal and promotional possibilities. The second is over-all utilization of store space for traffic flow and creation of points of interest.

Layout Objectives

There are three major objectives in store layout and display. First, to get passing traffic to stop; second, encourage shoppers to move through the store so they will see all the merchandise on display and be exposed to the effects of impulse buying; third, to get merchandise close to or, preferably, into the hands of the customer. To accomplish these things, consider, first, what obstacles to free flow of traffic or view of other displays can be removed and, second, what can be put into an area to attract attention, to create interest, stimulate desire for a product and encourage the action of picking up

KELLY BROS. NURSERIES, INC.

HAVE AVAILABLE FOR IMMEDIATE SHIPMENT

SOUR CHERRY

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal. and up	\$12.50	\$100.00
2-yr., $\frac{1}{2}$ -in. to $\frac{3}{4}$ -in. cal.	10.00	90.00
2-yr., $\frac{3}{4}$ -in. to $1\frac{1}{2}$ -in. cal.	8.50	80.00
2-yr., $1\frac{1}{2}$ -in. to $2\frac{1}{2}$ -in. cal.	7.00	65.00
2-yr., $2\frac{1}{2}$ -in. cal.	5.00	45.00
2-yr., $\frac{1}{2}$ -in. cal.		

ENGLISH MORELLO

	Per 10	Per 100
200	200	150
Montmorency	400	1000

SWEET CHERRY

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal. and up	\$15.00	\$135.00

PEARS

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal. and up	\$10.00	\$95.00
2-yr., $\frac{1}{2}$ -in. to $\frac{3}{4}$ -in. cal.	9.00	85.00
2-yr., $\frac{3}{4}$ -in. to $1\frac{1}{2}$ -in. cal.	8.50	75.00

WINDSOR

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal.	100	
Black Tartarian	200	
Napoleon	300	
Windsor	150	

ANJOU

	Per 10	Per 100
Bartlett	300	200
Clapp Favorite	500	1000
Douglas	200	300
Duchess	100	400
Flemish Beauty	300	50
Gorham	350	400
Kieffer	200	100
Lincoln	350	200
Orient	300	200
Seckel	300	200
Sheldon	200	400
Tyson	200	400

PEARS

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal. and up	\$10.00	\$95.00
2-yr., $\frac{1}{2}$ -in. to $\frac{3}{4}$ -in. cal.	9.00	85.00
2-yr., $\frac{3}{4}$ -in. to $1\frac{1}{2}$ -in. cal.	8.50	75.00

PLUM—ON Myrobalan

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal. and up	\$10.00	\$85.00
2-yr., $\frac{1}{2}$ -in. to $\frac{3}{4}$ -in. cal.	8.00	75.00
2-yr., $\frac{3}{4}$ -in. to $1\frac{1}{2}$ -in. cal.		

Abundance

	Per 10	Per 100
Bradshaw	400	250
Burbank	500	1000
Fellenberg	400	200
Formosa	100	300
Italian Prune	100	200
German Prune	150	400
Gold	150	300
Lombard	200	100
Reine Claude	200	100
Santa Rosa	200	100
Shiro	100	500
Shropshire Damson	300	800
Stanley	200	400
Yellow Egg	150	300

DWARF PEAR

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal. and up	\$15.00	\$140.00

Duchess

	Per 10	Per 100
2-yr., $\frac{1}{2}$ -in. cal.	300	

FLOWERING CRAB APPLE

	Per 10	Per 100
$\frac{1}{2}$ -in. cal. and up, 6 to 7 ft.	\$17.50	\$150.00
$\frac{1}{2}$ -in. to $\frac{3}{4}$ -in. cal., 5 to 6 ft.	15.00	125.00

ELEYI

	Per 10	Per 100
cal.	100	200

HORN

	Per 10	Per 100
200	200	200

RED-FLOWERING

	Per 10	Per 100
200	200	300

All prices F.O.B. Dansville. Boxing or baling at cost. Immediate shipment or later whichever you prefer. Regular terms and conditions.**KELLY BROS. NURSERIES, INC.**

Phone: 764

DANVILLE, N. Y.

merchandise and examining it closely.

Management of garden stores is important. Management is planning, directing and controlling the activities of a cooperative system or enterprise. Management consists of people, and it functions with and through people. It has been defined as intelligent, planned leadership, and to exert leadership it is necessary to do things and to get others to do things. Generally, employees tend to emulate the boss. Providing an example is a form of leadership. Management is concerned with delegation of authority, of duties and of responsibilities. It is important to delegate the handling of displays to one person. Once a job has been delegated, it is necessary to recognize and respect the responsibility that goes with it.

Management has the constant problem of establishing, maintaining, and changing policies. In the question of pricing, part of the problem arises from a question of viewpoint or attitude. Since many of the people in the garden store business are professional persons, they tend to think in terms of professional relationships with clients, and pricing policies are often influenced by this viewpoint.

The price of a piece of merchandise may be based more on profes-

CHINESE CHESTNUT

(Castanea mollissima)

Blight-resistant Chinese Chestnut, good trunks about 1-in. cal., good roots.

6 to 7 ft. \$20.00 per 10

Good quantity available, sold out of smaller sizes.

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Growers and Distributors of

ORNAMENTAL NURSERY STOCK

Truckloads only, no boxing.

60 acres growing. Skaneateles, N. Y.

GROWERS**EVERGREEN TREE LINING-OUT STOCK**

Write for free price list.

SUNCREST EVERGREEN NURSERIES

P. O. Box 306-F HOMER CITY, PA.

FOR SPRING SHIPMENT

10,000 Red Barberry, 2-yr., S., 9 to 12 ins.

2500 Red Barberry, 2-yr., S., 12 to 18 ins.

2000 Chamaecyparis plumosa aurea, 2-yr., T.

1000 Euonymus patens (small-leaved), 2-yr., T.

1000 Hex hamata, 2-yr., T.

200 Prunus kwanzan, 1-yr., whips, 2 to 3 ft.

350 Prunus kwanzan, 1-yr., whips, 3 to 4 ft.

5000 Taxus cuspidata, 2-yr., T.

5000 Taxus cuspidata brevifolia, 2-yr., T.

VERKADE'S NURSERIES

NEW LONDON, CONN.

LINING-OUT STOCK FOR SPRING

POT GRAFTS

Available After May 1.

	Per 100
Acer palmatum atropurpureum (Bloodgood)	\$65.00
Acer palmatum dissectum	65.00
Chamaecyparis obtusa nana	60.00
Cornus florida rubra	55.00
Picea pungens kosteri	100.00
Pinus strobus cembra	60.00
Pinus strobus fastigiata	60.00
Pinus strobus nana	60.00
Pinus strobus pendula	60.00
Pinus tanyosho (Table Pine)	60.00
Pinus sylvestris wateri	65.00
Viburnum judii	55.00

POT-GROWN CUTTINGS

Ready May 1.

	Per 100
Buxus sempervirens fastigiata	\$25.00
Ilex convexa	20.00
Ilex helleri, dwarf	22.50
Pieris japonica, 6 to 8 ins.	22.50
Pyracantha laalandi	22.50
Laurocerasus schipkaensis, hardy.	25.00

Write for complete price list.

RUMMEL NURSERIES POMPTON PLAINS 1, N. J.

PACHYSANDRA TERMINALIS

The evergreen ground cover, ideal for shade.

	Per 100	Per 1000	\$ 4.50	\$40.00
1-yr., field-grown plants				
2 1/4-in. pot-grown plants			10.00	90.00

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Currants

Berry Plants

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IN WIDE ASSORTMENT

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DEERFIELD STREET P. O., N. J.

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THE MURGLAS CORPORATION
Formerly
Thomas B. Meahan Co., Inc.
DRESHER, PA.

sional ability to select and recommend it than on the intrinsic value or the market value of the object. However, in the garden store, the relationship of merchant to customer also exists. It is necessary to separate professional services from merchandising activities.

Another problem of management is feeding and watering of nursery stock. This is primarily a matter of employee training. To train an employee, it is necessary first to secure his interest by pointing out the need or end result of the job he is being trained to do. Second, it is necessary to stimulate his interest by his understanding of the usefulness of his job and its contribution to the end result. Third, the employee must want to do what he is being trained to do. The successful training program is hinged on a definite, planned approach.

Linked Efforts

Management involves planning, direction and control. These separate activities need to be linked together by well-defined objectives at each stage. The entire process of management culminates in control. Control is the activity of confining expenditures, efforts and results to a pre-determined plan or course. The basic elements in control are establishment of standards or criteria for performance, maintenance of records or inspections which enable one to measure performance and build a historical background for future planning and control, comparison of measured performance with the criteria or standard which we have set up and corrective action when the performance deviates from standards.

With attention to the creation of an effective physical sales force in the store layout and displays and in careful training of personnel to the jobs required, there should be constant increases in sales volume and profits.

ORRIN C. KNUDSON is planting evergreens and deciduous trees and shrubs in order to carry on a wholesale and retail nursery business on Sugar road, New Hope, Pa.

FOREST tree seedlings are being grown for wholesale and retail sales by the new nursery, Glen-Ola Forestry, started by John E. Radebach on 32 acres at R. D. Box No. 520, Osceola Mills, Pa.

LAFOLLETTE NURSERY, R. D. No. 1, Hopewell, Pa., is being started by Richard LaFollette. He is growing evergreens and roses on the 5-acre nursery and will sell to the wholesale and retail trade.

Rick
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MARCH 15, 1957

OLDEST nursery uses Newest weed control

Rickert Nurseries,
established in 1767 at
Morrisville, Pa.,
is America's oldest
nursery, and one of the
largest. Always a leader
in cultural methods,
Rickert regularly uses
CRAG Sesone for
weed control.



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BRAND
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No weeds in these evergreens at the Rickert Nurseries of Morrisville, Pennsylvania. Superintendent Joe Petrasko (at right above) reports that Sesone, formerly called Herbicide-1, keeps weeds out so well that his job is far easier. And without weed competition, plants grow better and sell better.

CRAG Sesone is used to control weeds on every block of established evergreen nursery stock at the Rickert Nurseries. Before treatment, the rows are hand weeded and the middles are mechanically cultivated. Then the entire area is sprayed with CRAG Sesone at three pounds per acre. CRAG Sesone kills weed seedlings as they sprout and saves many hours of hoeing. All this with no harm to the nursery plants.

You, too, can save labor and money by using CRAG Sesone. Get CRAG Sesone from your supplier today!

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SEEDLINGS FOR SPRING

Per 100 Per 1000

Scotch Pine

2-yr., S.	2 to 4 ins.	\$2.50	\$12.50
2-yr., S.	3 to 6 ins.	4.00	20.00
2-yr., S.	4 to 8 ins.	5.00	25.00

Riga Scotch Pine

2-yr., S.	2 to 4 ins.	3.00	15.00
2-yr., S.	4 to 8 ins.	5.00	25.00

Scotch Pine

2-1, T.	3 to 6 ins.	7.00	35.00
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Austrian Pine

2-yr., S.	2 to 3 ins.	2.50	12.50
2-yr., S.	3 to 6 ins.	4.00	20.00
2-2, T.	5 to 10 ins.	10.00	50.00
2-2, T.	8 to 16 ins.	20.00

American Red Pine

2-yr., S.	2 to 4 ins.	3.00	15.00
2-yr., S.	4 to 6 ins.	5.00	25.00
3-yr., S.	6 to 10 ins.	7.00	35.00
2-2, T.	8 to 12 ins.	15.00

Ponderosa Pine

2-yr., S.	2 to 4 ins.	3.00	15.00
2-yr., S.	4 to 7 ins.	5.00	25.00

Mugo Pine

2-yr., S.	2 to 4 ins.	4.00	20.00
3-yr., S.	3 to 6 ins.	6.00	30.00

Douglas Fir

3-yr., S.	2 to 4 ins.	4.00	20.00
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Colorado Spruce

2-yr., S.	2 to 4 ins.	3.00	15.00
2-yr., S.	3 to 5 ins.	5.00	25.00
3-yr., S.	3 to 5 ins.	6.00	30.00
3-yr., S.	5 to 9 ins.	9.00	45.00
3-yr., S.	8 to 12 ins.	15.00
2-2, T.	3 to 6 ins.	9.00	45.00
2-2, T.	8 to 12 ins.	30.00

Norway Spruce

2-yr., S.	2 to 4 ins.	3.00	15.00
2-yr., S.	4 to 8 ins.	5.00	25.00
3-yr., S.	6 to 10 ins.	7.00	35.00
3-yr., S.	8 to 14 ins.	9.00	45.00
2-2, T.	5 to 8 ins.	10.00	50.00

White Spruce

2-yr., S.	2 to 4 ins.	3.00	15.00
2-yr., S.	3 to 7 ins.	4.50	22.50
3-yr., S.	4 to 8 ins.	6.00	30.00
3-yr., S.	6 to 10 ins.	7.00	35.00
3-yr., S.	8 to 12 ins.	8.00	40.00
2-2, T.	5 to 8 ins.	10.00	50.00
2-2, T.	10 to 15 ins.	25.00

Black Hills White Spruce

2-yr., S.	2 to 4 ins.	3.00	15.00
3-yr., S.	3 to 6 ins.	5.00	25.00
3-yr., S.	5 to 8 ins.	7.00	35.00

Canadian Hemlock

2-yr., S.	3 to 6 ins.	6.00	30.00
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Add 3% sales tax for Pennsylvania destinations or supply exemption complete with license number.

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Here is a husky, fast (over 1000 per hour) tree seedling planter for reforestation, Christmas tree and ornamental planting.

Made for Ford or Ferguson 3-point hitch.

For picture and information write:

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R. F. D. 3 SHELOCTA, PA.

Letters from Readers

PROTEST MICHIGAN PLAN

At recent annual meetings, both the Michigan Christmas Tree Growers Association and Michigan Association of Nurserymen passed resolutions objecting to the building of another state nursery in southern Michigan by the soil conservation service with \$181,000 of Clarke-McNary funds. The fight is being pushed by another group, the Michigan Seedling Growers' Association, recently formed.

The entire nursery industry in Michigan feels that this one-third increase in production is unnecessary, considering that the conservation service already sells over 75 per cent of its production to the public. Private growers can and will produce all the stock needed without spending one cent of taxpayers' money, and many growers could build a nursery for 25 per cent of the amount needed to build a state nursery.

I call readers' attention to the fact that Clarke-McNary funds are federal and that they are helping build this nursery whether they live in Michigan or not. Please drop a letter to your congressman and senator protesting this waste of funds.

Gordon McCurdy
McCurdy Bros. Nurseries
Manton, Mich.

SALT IN PLANT GROWTH

Many nurserymen have been using salt on asparagus and a few other plants, and at least one patented fertilizer has included it for a good many years. A list of the elements found in plants in the order of their abundance is given in a pamphlet by W. O. Robinson, senior chemist, soils division, agricultural research administration, Beltsville, Md. In this list of over 20 elements, salt ranks 10th.

The plants we grow may take up 50 elements or more. Salt has not been proved necessary for a plant, but it may change the color several shades. Other elements make a plant less attractive to certain insects.

The fact that salt ranks so high leads one to think that the assimilation process in plants is similar to the digestive process in animals. Most of our fields have enough salt, but exceptions will be found. Farmers will testify that cattle may eat two or three times as much salt when they graze in one pasture as

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We have one of the largest available supplies of big specimens material, including:

GINKGO BILOBA

- AZALEA
- ILEX BUXIFOLIA
- ILEX OPACA
- TAXUS FASTIGIATA
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- TAXUS CUSPIDATA
- HYBRID RHODODENDRON
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AZALEAS

15,000 deciduous landscape varieties reliably hardy for the sub-zero areas of the U. S.

Vaseyi—Calendulacea—
Mollis—Arborescens

3-yr. old seedlings; twice transplanted; in open irrigated field beds 6x6 ins. apart; cut back, branched, bushy little specimens ready to grow fast in field rows.

4 to 6-yr., XXX, field rows, B&B for salesyard or garden shops.

Schlippenbachi (royal), 10 to 12 to 15 ins.

Vaseyi, 10 to 12 ins.

Mollis, 10 to 12 to 15 ins.

List on request. Come and see them if you can.

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AZALEAS AND HEDGE PLANTS

Splendid stock.
Write for Price List.

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MILFORD, DEL.

DECIDUOUS AND EVERGREEN TREES AND SHRUBS

Outstanding assortment.

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LOVETT'S NURSERY, INC.
LITTLE SILVER, N. J.



**Here's a "natural" profit item for you!
Protects the trees you sell; accentuates
the beauty of specimen trees!**

NO-TRIM TREE GUARD

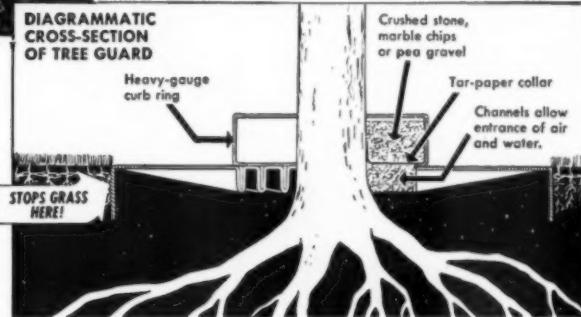
*Guards trees from bark damage, fire and
animals . . . Eliminates trimming and edging.*

Ideal for camellia, dogwood, flowering crab and other flowering species. Tree Guards save time . . . save labor . . . save trees. Stop grass from spreading up to the tree . . . eliminate all edging and trimming.

Made of heavy-gauge galvanized steel. Guaranteed 15 years against rust failure.

Tree Guards beautify too. No unsightly grass or weeds grow up around trees where mower can't get at them. Lawns stay neat and well-kept all summer long. The Tree Guard looks like a carefully-fitted assembly of tiles laid around the base of the tree.

Installation is easy. Two half sections are bolted together around the trunk. Groove is made in soil with spade and Tree Guard tapped into place.



Here's what TREE GUARDS will do!

Eliminate trimming around trees.

Make cultivation and weeding unnecessary.

Prevent bark damage from mowers.

Most lawns are mowed with power mowers and attempts are made to get close to trees with consequent scuffing and damage. This causes bleeding, allows disease and insects to enter and is generally fatal.

Provide surface for Tanglefoot.

Rough tree bark is a difficult surface on which to place an effective Tanglefoot barrier. Smooth surface on Tree Guard curb ring is ideal for this purpose; allows placement of an effective barrier to crawling insects.

Bar grass fires from damaging trees.

Prevent animals from burrowing.

Here's how it works

Grass barrier flange at outer edge stops grass. Tar-paper collar and crushed stone layers prevent weeds from growing. Special channels allow entrance of air and moisture. Inner core is filled with aggregate such as crushed stone, marble chips, pea gravel or cinders.

3 sizes fit practically all deciduous trees

No. 1636

16" core—36" O.D.
For shrubs and small trees to 3" caliper.

No. 2444

24" core—44" O.D.
For trees from 3" to 6" caliper.

No. 3656

36" core—56" O.D.
For large or fast-growing trees.

Substantial discount.

Write for circular and name of nearest stocking jobber.

KEELOR STEEL, INC.

909 Ninth St. S.E., Minneapolis 14, Minnesota

HYBRID RHODODENDRONS

OWN ROOT—KOSTER QUALITY

10 to 15 ins.....\$1.75

English Roseum Roseum Elegans
Catawbiense Grandiflorum

KOSTER NURSERY

BRIDGETON, N. J.

they do when they graze in another.

Perhaps nurserymen can help clear up the uncertainty concerning plants' use of the minor elements and determine symptoms of element deficiencies. Charles Paulsen
Paulsen's Nursery, Minden, Neb.

DIRECT MAIL SUCCESS

I read with interest your editorial regarding direct-mail advertising and believe as you do that it is one of the best means of informing the public of the merits of our products.

We started developing a mailing list seven years ago by placing a registration card on our cashier's counter. We then started writing a news-letter, Green Thumb Dope, and began mailing about four monthly issues in the spring and three in the fall. At the present time this list numbers 22,000, nearly all of whom have been to our nursery and have made purchases.

Kenneth Haysler, Cloverset Farm,
Kansas City, Mo.

J. VIRGIL STAUFFER DIES

J. Virgil Stauffer, one of the founders of the International Friendship Gardens, Michigan City, Ind., died February 9. Mr. Stauffer had managed the nonprofit gardens for the past 20 years, planning the flower displays and annual concert series, which are dedicated to international friendship and peace.

Mr. Stauffer's brother, Clarence, and a sister, Mrs. A. C. Ehret, will take over management of the gardens.

SELECTED nursery stock, including Japanese holly and azaleas, is being added to the pine tree crop which the Lowell-Burkholder nursery has grown for the past 15 years.

OWN - ROOT HYBRID RHODODENDRON TRANSPLANTS

Available Spring, 1957
Write for list.

ANGELICA NURSERIES
R. D. No. 1 MOHINTON, PA.

TREE SEEDS

Northern Conifers

IRON MOUNTAIN EVERGREEN CO.
IRON MOUNTAIN, MICH.

Pikes Peak Nurseries

P. O. Box 670, Dept. A
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Christmas Tree Seedlings
and Transplants

Write for Free Catalog

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Yuykland Azaleas, Hardy Forcing Hybrids
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Recent import from Ireland. Full-flowered; deep golden color. Heavy, outdoor frame-rooted cuttings.
\$12.00 per 100, \$100.00 per 1000.
Mature shrubs, 2 to 3 ft., \$50.00 per 100
Mature shrubs, 3 to 4 ft., \$60.00 per 100
BEARDSLEE NURSERY, Perry, O.

Specialists in PERENNIALS

SEEDS—PLANTS—BULBS
Perhaps America's largest list of unusual plant materials.

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PEARCE SEED COMPANY
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AMERICAN Hollies LINERS
Send for Information
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READY FOR MAILING
Native American Holly Farms
115 S. PEAK ST. MANHEIM, PA.

SPRING SPECIALS

Euonymus Vegetus
Shrubs in Variety
Ornamental Trees in Variety
Fruit Trees in Variety
Wholesale trade list upon request.

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EAST ROCHESTER, N. Y.

CORNUS KOUSA

3 to 4 ft.	\$1.00
4 to 6 ft.	2.00
500 available.	

ALANWOLD NURSERY
NESHAMINY, Bucks Co., PA.

CERTIFIED BLUEBERRY PLANTS

Per 100	Per 1000
1-yr., rooted cuttings....	\$ 8.00 \$ 70.00
6 to 12-in. plants.....	15.00 135.00
F.O.B.	20 Varieties

A. G. AMMON
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Your job's a lot easier when you
USE STANDARD SPRAYS
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STANDARD Elm Spray

Destroys the insect carriers of Dutch elm disease and elm phloem necrosis. Also valuable for control of many defoliating insects and scale crawlers. 25% DDT emulsifiable concentrate containing White Oil.

STANDARD Dormant Spray Oil No. 1 (DENDROL)

Gives effective control of scale insects. Destroys the over-wintering forms of these pests. Mixes instantly with water. It's the number one premium quality, conventional-type dormant spray oil in the Midwest!

NEW! STANDARD Elm Spray-B

32.4% DDT emulsifiable concentrate containing acetone. Based on formula developed by the U.S.D.A. Greater DDT concentration—improved cold weather DDT stability. Destroys the insect carriers of Dutch elm disease and elm phloem necrosis.

For products, information and Standard Oil help on your specific pest control problem, contact your local Standard Oil Agent or nearest Standard Oil Sales Office, listed below.

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(Indiana)

THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen

By E. Sam Hemming

THE WINTER

This winter on the Delaware-Maryland peninsula has been, in the words of my fellow nurserymen, a "humdinger." While the cold this year did not last so long as it did in 1934, the two winters are comparable in many respects. The weather was very wet and only moderately cold in December and again in February, but was wet and severely cold in January. The previous low for the area was 12 degrees below zero, in 1934. This year Salisbury, Md., had a low of 13 degrees below zero. In the earlier year, the cold occurred in a dry northwest wind, with no snow on the ground. This year it occurred on a still night, with three or four inches of snow on the ground. The pattern of damage to plants was different, and the total damage was considerably less.

I have visited several nurseries on the peninsula and have talked to other nurserymen, and their reports follow fairly closely the effects noted at our own nursery. In 1934 the damage was severest to plants in exposed places, because of the wind. This year the damage is most noticeable in well-protected but low places, air drainage being the important factor. The plants that suffered most were the wax privet, Ligustrum lucidum. A large percentage have been killed to the ground. Nearly all azalea flower buds above the snow were frozen, and in one nursery I noticed considerable killing of some of the less common varieties. A row of English cherry laurel, lined out in our nursery last spring on a slight slope, is green at the top of the slope and brown at the bottom.

Unusual Osmanthus Reactions

Perhaps the most surprising damage occurred on Osmanthus ilicifolius. This came through the winter of 1934 with only tip damage, while this year the plants in the low spots have had their foliage completely tarnished, although the wood does not seem to be injured. Another nurseryman reported similar damage. Some osmanthus, planted on the highest spot in the nursery and remaining uninjured, surprised me in another way. These plants were given nitrate of soda in midsummer

and made extra-late growth so luxuriant that the leaf size was larger. Their survival of the cold tends to refute the argument that late feeding is risky.

In this nursery, the camellias, both sasanqua and japonica, show some slight tarnishing of leaves, but the wood is not hurt. It is difficult to say how badly the buds on the C. japonica are injured. Many buds on plants in the open still look good, and I believe all of them in the slat house are good. One nursery reported losing small camellias, while larger ones came through all right. A nursery I visited showed greater damage to the foliage on C. sasanqua than occurred on ours. The same

nursery's Cedrus deodara, planted along the edge of an open field, seemed quite brown, whereas our own were uninjured.

Less Deciduous Damage

The damage to the tender deciduous types seemed much less than in 1934, although the middle of February may be a little early to make such a statement. The extra moisture and the lack of drying winds may be the reason for the difference. The bark on both crape myrtle and fig seems to be green, although it seems unlikely that there should be no tip injury at least. As far as I can tell, the ordinary California privet is not damaged. I did hear, however, that it suffered some damage in one nursery.

One peculiar sight is the common honeysuckle; this plant, which usually keeps its leaves in winter, burned down to the three or four inches that was covered by snow.

This year there does not seem to be the bark splitting that frequently

DISCONTINUING ALL SHRUBS

Quality For Less Money

Euonymus alatus

300	9 to 12 ins.
275	12 to 15 ins.
200	15 to 18 ins.

Euonymus alatus compactus

400	9 to 12 ins.
500	12 to 15 ins.
400	15 to 18 ins.

Viburnum lantana (Wayfaring Tree)

450	18 to 24 ins.
300	24 to 36 ins.

Viburnum trilobum (American Cranberry Bush)

800	12 to 18 ins.
600	18 to 24 ins.

Honeysuckle, zabeli

700	24 to 30 ins.
-----	---------------

Pink-Flowering Almond

100	18 to 24 ins.
-----	---------------

Forsythia spectabilis

100	2 to 3 ft.
200	3 to 4 ft.

Philadelphus virginiana (Mock Orange)

200	3 to 4 ft.
-----	------------

Caryopteris incana (Blue Mist Spiraea)

500	24 to 30 ins.
-----	---------------

Spiraea callosa alba (Dwarf Japanese White)

75	9 to 12 ins.
125	12 to 15 ins.

Hydrangea, A. G.

200	24 to 30 ins.
-----	---------------

Hydrangea, P. G.

150	12 to 18 ins.
50	18 to 24 ins.

Red-leaved Barberry

1450	18 to 24 ins.
------	---------------

Boston Ivy

850	2-yr., medium
-----	---------------

Cornus elegantissima (Variegated Dogwood)

100	2 to 3 ft.
-----	------------

Lilac, Charles X, red

700	18 to 24 ins.
-----	---------------

Also

Sugar Maple (Hard)

300	5 to 6 ft.
-----	------------

400	6 to 8 ft.
-----	------------

300	8 to 10 ft.
-----	-------------

YOUR INSPECTION IS INVITED

We are offering, subject to prior sale, the above items. Terms are F.O.B. Benton Harbor, Mich. Boxing and packing is additional at cost.

Write for quotations.

Phone: Benton Harbor—WAlnut 6-6914

MICHIGAN NURSERIES, INC.

1500 U. S. 12

BENTON HARBOR, MICH.

WANTED

200
Sargent Juniper (*Juniperus sargentii*)
24-in. spread

EARL FULKERSON

Landscape
21311 Schoolcraft DETROIT 23, MICH.

FORSYTHIA LYNWOOD GOLD

Per 100
Rooted cuttings, outside frame... \$10.00
2 1/2-in. pots, 1-yr. 15.00
15 to 18 ins., 2-yr. XX 35.00
24 to 36 ins., 3-yr. XX 50.00

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PERRY, O.

JOHN DEERE Power

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* John Deere 420 Utility Tractor with power hole-digger. Today's easy method of digging holes for trees, shrubs, posts, etc.



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GOOD ROOTS + GOOD ROSES = COLD CASH

It's as simple as that. The root system on our 1½-grade roses is all that you would want to put into a tan paper pot. We are proud of our roses grown in our cold climate along Lake Erie.

Following is a list of our surplus roses as of this date. Although this list is correct as of now, daily changes are inevitable. Please try to give us some leeway on your order and if you will allow substitutions please say so in your letter. Nonpatented roses, No. 1 grade, 65¢; No. 1½ grade, 45¢. Patented roses as per the following schedule.

RETAIL

Each	10 to 19	20 to 99	100 to 249	250 and up
\$2.75	\$1.50	\$1.38	\$1.30	\$1.20
2.50	1.40	1.25	1.20	1.10
2.25	1.25	1.13	.95	.95
2.00	1.10	1.00	.95	.85
1.75	1.00	.88	.80	.75
1.50	.90	.75	.70	.65

ON PATENTED ROSES (NONPATENTED ROSES PRICED ABOVE)

Each	No. 1 Grade	No. 1½ Grade
\$1.50	\$1.38	\$1.10
1.40	1.25	1.12
1.25	1.13	1.00
1.10	1.00	.90
1.00	.88	.88
.90	.75	.70

NO. NO. RETAIL

	1 1/2 Price
Burnaby, light yellow	207 \$2.50
Chas. Mallerin, black-red	90 2.50
Condesa de Sastago	250 ..
Courtship, cerise-pink	200 2.50
Crimson Glory	150 140 ..
Don Rose, coppery-pink	56 ..
Ena Harkness, fine red	200 ..
Golden Anniversary	74 1.75
Good News, strong pink	85 2.00
Grande Duchesse Charlotte	20 350 2.00
Grand'mere Jenny, yellow	75 220 2.25
Helen Traubel	120 2.50
Jackmans White	49 ..
Joan Cant, salmon-pink	40 ..
K. A. Viktoria, white	25 ..
Dorovo, super pink	220 ..
Marcelle Graft, new yellow	260 ..
Mme Cochet-Cochet, salmon	360 ..
Mojave, sunset-orange	50 155 2.75
Mrs. Paul R. Bosley, yellow	196 1.75
Peace	30 340 2.50
Pilar Landecho, orange-buff	180 ..
Sun King, vivid yellow	70 2.50
Sutter's Gold	168 2.25
Symphonie, light red	90 2.00
Tallyho	38 2.25
Tiffany, vigorous pink	100 170 2.50
Wedding Ring, yellow	93 2.00

We have available a nice group of No. 2 roses in all colors in standard varieties. These are a good buy for the man who is looking for price merchandise. Write for prices on large quantities.

THE BOSLEY NURSERY

occurs on abelias and azaleas in less severe winters. Perhaps the wet weather, snow and lack of wind helped to prevent it.

While not so much boxwood is grown here as it was previously, there does not seem to be any damage. Some small plants lined out late last year seem to be roughed up a bit but will obviously be all right after the new growth is made in the spring. Tree box, which is tenderer than English box, is not hurt. None of the hollies, including Chinese and English, seem to be hurt.

All in all, while the nurserymen of the area may suffer some inconvenience, most of the losses will be recovered when new growth is made in the spring.

E. S. H.

MOUNTAIN LAUREL

[Continued from page 10]

spot, but that can be easily corrected by spraying the newly formed leaves with ferbam or captan. Two additional sprays of the same material at 3-week intervals will often carry plants for two to three years.

In a few instances where growers have carried on a heavy mulching and feeding practice, plants have not only been poor, but have died. If one feeds heavily beneath the

FLORIBUNDAS

No. No. Retail	1 1/2 Price
Betty Prior	19 ..
Border Queen, salmon-pink	50 ..
Cameo	20 50 ..
Circus	90 \$2.50
Else Poulsen, pink	50 30 ..
Fashion	200 275 2.00
Floradora	60 ..
Frensham, strong red	200 197 ..
Goddiloch, yellow	60 158 1.75
Jimmy Cricket	220 170 2.00
Kiss Boys, good yellow	100 80 ..
Lilahay, dainty white	100 80 2.00
Ma Perkins, coral-pink	100 80 2.00
Nigger Boy, deep red	76 ..
Pink Jewel	46 ..
Pinocchio	75 20 1.75
Red Ripples, vivid red	68 59 ..
Rosenelfe, popular pink	118 ..
Spartan	145 2.75 ..
Sunlit, apricot-huff	30 ..
The Fairy	40 ..

GRANDIFLORAS

Carrousel, deep red	90 2.00
Montezuma, orange-scarlet	70 2.75

Queen Elizabeth	175 2.50

JUNE BRIDE

No. No. Retail	1 1/2 Price
	250 \$2.50

June Bride is the first white grandiflora rose ever developed; it grows with still greater vigor than other roses of this super class. Be sure to include some on your order. You will surely be asked for it.

CLIMBERS

Blaze	125 420 ..
Cl. Chrysler Imperial	30 .. 2.75
Cl. Peace	30 40 2.25
Doubloons, yellow	24 ..
Elegance, yellow	25 ..
New Dawn, pink	5 ..
White Dawn	10 ..

All roses F.O.B. Mentor, O. Payment in advance earns free packing. We grew all of these roses right here in Mentor. Graded as per A.A.N. standards.

MENTOR, O.

PIN OAK LINERS

Each	Each
2 to 3 ft..... \$0.50	4 to 5 ft..... \$1.00
3 to 4 ft..... .75	5 to 6 ft..... 1.50

PAUL'S NURSERY

PHONE: 32161

SHELBY, OHIO

Packing free when cash accompanies order.

HANKOW CORKSCREW TREE

(*Salix matsudana tortuosa*)

Unusual landscape addition to tree lawn or shrub border. Branches both large and small grow upward with an exotic corkscrew twist.

A charming hardy Oriental tree that will delight you and your horticulturally interested customers.

Per Each	Per Dozen
4 to 5 ft..... \$2.50	\$25.00
6 to 8 ft..... 3.50	35.00

BEARDSLEE NURSERY

PERRY, OHIO

Mention The American Nurseryman when you write.

PYRACANTHA LALANDI

Per 100

Rooted cuttings	\$10.00
2 1/4-in. pots	20.00
4-in. pots	50.00

GILSON GARDENS

PERRY, O.

LINING-OUT STOCK

20,000 (3-2) transplants of true Tyrolean dwarf strain Mugho Pine; also White Spruce transplants. \$50.00 per 1000

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ROSLYN HEIGHTS, N.Y.

MARCH 15, 1957

73

COLE'S QUANTITY LIST

Top Quality and Service at Fair Prices

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Usual Nursery Terms and Conditions

TRANSPLANTED SHRUBS

	Each 10 to 29	Each 30 and up
ACANTHOPanax SHEBOLDIANUS (pentaphyllus)		
800 3 to 4 ft.	\$0.80	\$0.70
ABONIA ARBITIFOLIA		
600 1½ to 2 ft.	.55	.45
CHIONANTHUS VIRGINICUS		
100 2 to 3 ft.	1.15	1.00
100 3 to 4 ft.	1.70	1.50
80 4 to 5 ft.	2.25	2.00
CORNUS ALBA SIBIRICA		
300 2 to 3 ft.	.55	.45
300 3 to 4 ft.	.65	.55
CORNUS MAS		
200 3 to 4 ft.	1.30	1.15
CORNUS X CEMOSA (paniculata)		
500 2 to 3 ft.	.55	.45
1000 3 to 4 ft.	.65	.55
1000 4 to 5 ft.	.80	
1500 5 to 6 ft.	1.00	.70
CORNUS STOLONIFERA		
500 2 to 4 ft.	.60	.50
1500 5 to 6 ft.	.70	.60
1000 5 to 6 ft.	.90	.80
CYTISUS PRAECOX		
200 15 to 18 ins., B&B	2.00	1.75
200 1½ to 2 ft., B&B	2.50	2.25
DEUTZIA GRACILIS		
300 1½ to 2 ft.	.70	.60
500 2 to 2½ ft.	.85	.75
DEUTZIA LEMOINEI		
600 1½ to 2 ft.	.50	.40
600 2 to 2½ ft.	.60	.50
300 2½ to 3 ft.	.75	.65
Elaeagnus angustifolia		
200 4 to 5 ft.	.90	.75
EUONYMUS ALATUS		
300 1½ to 2 ft.	.90	.80
300 2 to 3 ft.	1.30	1.15
200 3 to 3½ ft.	.70	.50
EUONYMUS ALATUS COMPACTUS		
1000 15 to 18 ins.	.90	.80
1000 15 to 18 ins.	1.00	
1000 2 to 3 ft.	.75	.65
600 3 to 4 ft.	2.10	1.85
FORSYTHIA ARNOLD DWARF		
1000 12 to 18 ins.	.35	.30
500 1½ to 2 ft.	.50	.40
1000 2 to 2½ ft.	.60	.50
500 2½ to 3 ft.	.75	.65
FORSYTHIA INTERMEDIA SPECTABILIS		
950 1½ to 2 ft.	.40	.35
500 2 to 3 ft.	.55	.45
FORSYTHIA LYNNWOOD GOLD		
200 1½ to 2 ft.	.50	.40
300 2 to 3 ft.	.65	.55
FORSYTHIA SPRING GLORY		
200 1½ to 2 ft.	.45	.35
500 2 to 3 ft.	.55	.45
HYDRANGEA MACROPHYLLA NIKKO BLUE		
600 2-yr., No. 1	.75	.65
HYPERICUM HIDCOTE		
300 2-yr., medium	.50	.40
1000 2-yr., No. 1	.60	.50
KOLKWITZIA AMABILIS		
500 1½ to 2 ft.	.55	.45
300 2 to 3 ft.	.65	.55
LONICERA AMEONA ARNOLDIANA		
100 1½ to 2 ft.	.40	.35
400 2 to 3 ft.	.55	.45
170 2 to 3 ft.	.65	.55
LONICERA FRAGRANTISSIMA		
200 1½ to 2 ft.	.40	.35
400 2 to 3 ft.	.60	.50
200 3 to 4 ft.	.75	.65
LONICERA TATARICA		
250 1½ to 2 ft.	.35	.30
500 2 to 3 ft.	.50	.40
PHILADELPHUS CORONARIUS		
200 1½ to 2 ft.	.35	.30
500 2 to 3 ft.	.50	.40
300 3 to 4 ft.	.60	.50
150 4 to 5 ft.	.80	.70
PHILADELPHUS COLE'S GLORIOUS		
350 1½ to 2 ft.	.45	.35
500 2 to 3 ft.	.55	.45
150 3 to 4 ft.	.70	.60
PHYSOCARPUS OPULIFOLIUS AUREUS		
1000 2 to 3 ft.	.55	.45
PHYSOCARPUS OPULIFOLIUS NANUS		
600 2 to 3 ft.	.60	.50
1000 3 to 4 ft.	.70	.60

TRANSPLANTED SHRUBS—Cont.

	Each 10 to 29	Each 30 and up
ROSA MULTIFLORA		
1000 1½ to 2 ft.	.35	.28
1000 2 to 3 ft.	.35	.35
500 3 to 4 ft.	.40	.35
ROSA RUGOSA		
1500 1½ to 2 ft.	.50	.40
2000 2 to 3 ft.	.60	.50
1000 3 to 4 ft.	.75	.65
SALIX PURPUREA NANA		
1200 2 to 3 ft.	.45	.38
SALIX GRACILISTYLIA (Rose-Gold Pussy Willow)		
400 12 to 18 ins.	.35	.30
2000 1½ to 2 ft.	.45	.37
500 2 to 3 ft.	.55	.45
500 3 to 4 ft.	.65	.55
EVERBLOOMING PINK SPIRAEA (Macrothysa)		
500 12 to 18 ins.	.35	.30
2000 1½ to 2 ft.	.40	.30
SYMPHORICARPOS ALBUS (racemosus)		
300 1½ to 2 ft.	.30	.25
700 2 to 3 ft.	.40	.30
SYRINGA VULGARIS		
500 2 to 3 ft.	.55	.45
500 3 to 4 ft.	.70	.60
VIBURNUM BURKWOODI		
500 2 to 3 ft., B.R.	1.25	1.10
200 3 to 4 ft., B.R.	.30	
VIBURNUM DENTATUM		
500 3 to 4 ft.	.70	.60
VIBURNUM LENTAGO		
300 3 to 4 ft.	.75	.65
500 4 to 5 ft.	.90	.80
VIBURNUM OPULUS		
500 4 to 5 ft.	.90	.80
200 5 to 6 ft.	1.45	1.25
VIBURNUM PRUNIFOLIUM		
150 4 to 5 ft.	.85	1.60
VIBURNUM TOMENTOSUM (var. rotundifolium)		
500 4 to 5 ft.	.75	.65
500 3 to 4 ft.	.90	.80
VIBURNUM TRILOBUM		
500 2 to 3 ft.	.75	.65
500 3 to 4 ft.	.90	.80
WEIGELA VANICEKI (Newport Red)		
300 1½ to 2 ft.	.55	.45
800 2 to 3 ft.	.65	.55
HEDGE PLANTS		
	Each	Each
	39 to 249	250 and up
BERBERIS KOREANA		
400 1½ to 2 ft.	.40	
400 2 to 3 ft.	.50	.45
100 3 to 4 ft.	.65	
BERBERIS MENTORENSIS		
1000 12 to 15 ins.	.37	.32
2000 15 to 18 ins.	.45	.38
700 1½ to 2 ft.	.60	.55
BERBERIS THUNBERGI		
1000 15 to 18 ins.	.28	.25
1000 1½ to 2 ft.	.33	.30
600 2 to 2½ ft.	.44	.40
LIGustrum obtusifolium (Ibota)		
1500 1½ to 2 ft.	.25	.22
2000 2 to 3 ft.	.30	.27
LIGustrum ovalifolium		
5000 2 to 3 ft.	.16	.14
700 3 to 4 ft.	.25	.22
160 4 to 5 ft.	.35	.35
TEUcrium chamaedrys		
1500 Field-gown	.25	.18
EVERGREEN SHRUBS		
	Each	Each
	50 to 199	200 and up
EUONYMUS FORTUNEI COLORATUS		
3000 12 to 18 ins., T. field.	.20	.18
EUONYMUS FORTUNEI RADICANS		
800 10 to 12 ins., T. field.	.23	.18
EUONYMUS FORTUNEI VEGETUS		
500 6 to 12 ins., T. field.	.25	.20
Ilex crenata convexa		
300 6 to 10 ins., T.T.	.35	.30
Ilex crenata rotundifolia		
1000 10 to 12 ins., T.T.	.45	.40
Nurserymen since 1881		
THE COLE NURSERY Co.		
PAINESVILLE, OHIO		

SHADE AND ORNAMENTAL TREES

	Each 5 to 24	Each 25 and up
ACER PLATANOIDES		
300 6 to 8 ft.	.83	.75
300 8 to 10 ft.	.45	.37
300 1½ to 2½ in. cal.	5.50	5.00
300 1½ to 2½ in. cal.	7.70	7.00
ACER PLATANOIDES COLUMNARE		
500 2 to 2½ in. cal.	15.50	14.00
CRATAEGUS OXYACANTHA PAULI		
100 1½ to 2 in. cal.	10.50	9.50
100 2 to 2½ in. cal.	12.70	11.50
GLEDITSIA TRIACANTHOS INERMIS		
400 1½ to 1½ in. cal.	5.25	4.75
400 1½ to 1½ in. cal.	7.70	7.00
400 1½ to 2 in. cal.	9.90	9.00
MAJESTIC THORNLESS HONEY LOCUST		
Plant Patent 1534		
500 3 to 4 ft., 1-yr. whips	\$1.50	\$1.25
100 1½ to 1¾ in. cal.	10.00	9.00
MALUS ALMEY		
300 1 to 1½ in. cal.	33.30	33.00
250 1½ to 2 in. cal.	4.40	4.00
MALUS FLORIBUNDA		
50 1 to 1½ in. cal.	3.30	3.00
MALUS HOPA		
100 1 to 1½ in. cal.	3.20	2.90
100 1½ to 2 in. cal.	4.95	4.50
MALUS M. R. 454 , new upright type		
50 3 to 4 ft.	1.45	1.25
90 4 to 5 ft.	2.00	1.75
MALUS PURPUREA LEMOINEI		
56 7 to 8 ft.	2.40	2.15
POPULUS SIMONI FASTIGIATA		
1000 4 to 6 ft.	.75	.60
400 8 to 10 ft.	.75	.60
250 1½ to 1½ in. cal.	2.15	1.90
200 1½ to 2 in. cal.	2.75	2.50
QUERCUS PALUSTRIS		
1000 5 to 6 ft.	2.50	2.25
1000 6 to 8 ft.	3.30	3.00
ULMUS CARPINIFOLIA var. Christine Bilsman		
80 1½ to 2 in. cal.	9.90	9.00
80 2 to 2½ in.	12.70	11.50
ULMUS PUMILA		
200 1½ to 2 in. cal.	4.15	3.75
70 2 to 2½ in.	7.50	6.75
LINING-OUT STOCK		
	Each	Each
	50 to 199	200 and up
ACER PLATANOIDES COLUMNARE		
1900 3 to 4 ft., whip	\$1.10	\$1.00
GLEDITSIA TRIACANTHOS INERMIS		
2000 3 to 4 ft., T., whips	.80	.70
650 4 to 5 ft., T., whips	1.10	.95
250 5 to 6 ft., T., whips	1.40	1.25
QUERCUS BOREalis (rubra)		
1000 3 to 4 ft., 2-yr. S.	.45	.40
BERBERIS MENTORENSIS		
3000 2½ in. pots	.18	.16
BERBERIS THUNBERGI ERECTA		
2000 2½ in. pots	.18	.16
BERBERIS KOREANA		
1300 6 to 12 ins., S.	.08	.06
CLETHRA ALNIFOLIA ROSEA		
500 2½ in. pots	.20	.18
RHAMNUS FRANGULA		
2000 6 to 9 ins., S.	.06	.04
RHAMNUS FRANGULA COLUMNARIS		
(Plant Pat. No. 1388)		
10,000 Pot Liners	.28	.25
ROSA RUGOSA		
2000 9 to 12 ins., S.	.07	.05

This listing is only partial. Complete trade list sent on request.

Scarf's Nursery, Inc. New Carlisle, Ohio

**Special List — Top - Quality Stock
— Finest Miami Valley Grown —**

	Each 1000 rate
Barberry, Red, 3-yr. field	
18 to 24 ins.	\$0.35
24 to 30 ins.45
Caryopteris (Blue Mist), 2-yr.	.30
Cornus elegansissima , 18 to 24 ins.45
Cornus kelseyi (Dwarf Red Twig), 15 to 18 ins.35
Cotoneaster divaricata , 2 to 3 ft.80
Cydonia Japonica (Pink), 2 to 3 ft.45
Deutzia lemoinei compacta , 15 to 18 ins.25

	Each 1000 rate
Euonymus carrierei , Newport and sieboldi (Specimens E&B)	
15 to 18 ins.	\$1.00
18 to 24 ins.	1.25
24 to 30 ins.	1.50

Euonymus yedoensis (Bittersweet Tree)
36 to 42 ins.55

Forsythia Arnold Dwarf, 15 to 18 ins.35
Forsythia Lynwood Gold and Spectabilis, 2 to 3 ft.35
3 to 4 ft.45

Hamamelis vernalis (Winter Flowering Witch Hazel)
2 to 3 ft.45
3 to 4 ft.55

Hydrangea A.G., 18 to 24 ins.40
2 to 3 ft.45

Hydrangea macrophylla Rosea No. 1 (Large French Pink)30

Hydrangea P.G., 2 to 3 ft.45

Hypericum calycinum (Pot O' Gold). Profuse-blooming, hardy and widely adaptable. A most attractive dwarf, compact shrub with silvery-blue foliage. Per 100
15 to 18 ins. \$40.00
18 to 24 ins. 45.00

Kolkwitzia amabilis, 3 to 4 ft.55
Lonicera, Gold Flame, 2-yr. vine35
Ligustrum Regel's (True Type), 18 to 24 ins.30
24 to 30 ins.35
30 to 36 ins.45

Send for Complete Trade List and Prices of Fruits, Ornamental Shrubs, Vines, Evergreens, Special Mail-order Items and Lining-out Stock.

mulch and then leaves the mulch, an accumulation of salts occurs in the soil, burning the roots. It is important that water be allowed to reach the soil readily, dissolving or carrying the nutrients downward. The plants do best with a mulch during the dry summer months, but that can be overdone. The only way to correct such a condition is to run water over the area for long periods. That usually works, unless the condition has been present too long. Sometimes when the shrubs are planted extra-deep they vigorously object by making disappointing appearances, so disappointing that they may die.

Sheep Laurel

The lambkill, or sheep laurel (*Kalmia angustifolia*) is worthy of a few words and is even used by some landscape men. It is seldom seen higher than three feet, and probably two feet is commoner. The plant grows in a variety of soil moistures, sometimes quite wet and at other times

BUSH HONEYSUCKLES

Finest we have ever grown	
Lonicera fragrantissima	
2 to 3 ft.	\$0.40
3 to 4 ft.50
Lonicera maximowiczii sachalinensis , triple red	
2 to 3 ft.40
Lonicera zabelii , red, 3 to 4 ft.45
4 to 5 ft.60

SMALL FRUIT PLANTS

We have our usual good supply of Berry Plants. See our Trade List or send us your want list for quotation.

LINING-OUT STOCK

	Each 1000 rate
Barberry, Crimson Pygmy , 3 to 4 ins., T.	.80-.25
Euonymus alatus	
2-yr., 4 to 6 ins.10
Euonymus yedoensis	
2-yr., T., 6 to 9 ins.08
Cornus elegansissima	
15 to 18 ins., T.20
18 to 24 ins., T.25
Hydrangea macrophylla rosea (New French Pink)20	
Koelreuteria paniculata (Golden Rain)	
2-yr., S., 18 to 24 ins.20	
2-yr., S., 2 to 3 ft.30	
Kolkwitzia amabilis	
2-yr., T., 10 to 15 ins.12	
Ligustrum Regel's (True Type)	
9 to 12 ins.10	
Ligustrum Vieary Golden , R. C.08	
Lonicera maximowiczii sachalinensis (Triple Red)	
12 to 18 ins., T.10	
Prunus subhirtella pendula (Weeping Cherry), 2-yr., S., 18 to 24 ins.25	
2 to 3 ft.30	
Ribes alpinum , 6 to 9 ins., T.15	
Syringa microphylla	
2-yr., T., 12 to 15 ins.17	
Viburnum burkwoodi	
2-yr., S., 18 to 24 ins.25	
Viburnum tomentosum (Double File Viburnum)	
6 to 12 ins.10	
Viburnum wrightii	
2-yr., S., 9 to 12 ins.08	

Quantity prices on request. Our wholesale price list contains many other sizes and varieties. Send for your copy today.

THE VIBURNUMS

Viburnum americanum , 2 to 3 ft.	\$0.45
3 to 4 ft.55
Viburnum burkwoodi	
3 to 6 ins., B&B	2.00
36 to 42 ins., B&B	2.25
Viburnum carlesii , 2 to 3 ft., B&B75
Viburnum lantana , 2 to 3 ft.45
Viburnum lentago (Nannyberry), 3 to 4 ft.45
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6 to 8 ins., 2-yr., S.		5.50	45.00
<i>Pinus nigra</i> (Austrian Pine)			
4 to 6 ins., 2-yr., S.		5.00	35.00
<i>Pinus resinosa</i> (Norway or Red Pine)			
4 to 6 ins., 2-yr., S.		4.00	25.00
<i>Picea densata</i> (Black Hills Spruce)			
4 to 6 ins., 2-yr., S.		5.50	40.00
<i>Picea pungens</i> (Colorado Blue Spruce)			
4 to 6 ins., 2-yr., S.		5.50	40.00
<i>Picea excelsa</i> (Norway Spruce)			
4 to 6 ins., 2-yr., S.		4.00	25.00
<i>Picea glauca</i> (White Spruce)			
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fairly dry. If the soil is on the dry side, there are generally trees overhead to cast shade.

The smaller leaves are of a much softer green than those of the mountain laurel and appear to be long because of their narrow width. They look deciduous but actually are evergreen; sometimes the plant appears almost as a ground cover. It has been found as far north as Hudson Bay and as far south as Georgia.

The flowers are not nearly so large as those of *Kalmia latifolia*. The color is a bright rose to crimson, and on Long Island the flowers appear in rather loose clusters during late May or early June. There is a dark purple-flowering variety and also a white one.

A third kalmia, bog laurel, is not so commonly known, but possesses colorful rosy-purple flowers during May or early June. It is a straggly shrub, often without definite form, found in the northern areas, but occasionally seen as far south as Pennsylvania. It frequents the Pacific section of North America from Alaska to Washington. There are two varieties. Rosemary bog laurel (*K. polifolia rosmarinifolia*), which resembles the rosemary, and the small-leaved bog laurel (*K. angustifolia microphylla*) which can be seen from the Yukon to Montana and even California.

The wood of the mountain laurel (*Kalmia latifolia*) is heavy, close-grained, hard and brittle. It is brown

with a tinge of red, but with a lighter colored sapwood. The stems are often angled and look as though they would make someone a crooked cane. There was a time when the larger stems were used for tool handles and probably they have had other uses.

Varieties of the mountain laurel are occasionally found in the trade. Of these, the red-flowered form (*K. latifolia rubra*) is the most colorful, although the white one (*K. l. alba*) is good for contrast. A good variety for landscape use is the myrtle-leaved laurel (*K. latifolia myrtifolia*) because of its low habit, slow growth and darker green leaves. There are others, but they are found in plant collections or waiting to be

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	Per 1000
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Varied Forms Found

While one is out this spring looking for that wonderful display of laurel flowers, it would be interesting to study the unusual forms and shapes that seem to be prevalent wherever mountain laurel abounds in wooded areas. Tree forms make interesting plants (illustration F); the stems often take on queer twists and turns that give them added distinction.

The plant is not one of extreme textures, such as ultra large or small leaves. The texture is medium, adapting to a large variety of other plant textures and consequently fitting the subject to many different types of landscape plantings. Laurel serves many times to tie in areas that have extremes in foliage. The shrub responds to shade or full sun, but becomes leggy in the shade. If used in full sun, adequate organic matter must be placed in the soil.

The uses are varied. Not many think of using mountain laurels as a hedge, but it works (illustration G). The plants respond to pruning and flower reasonably well. It is well to prune plants immediately after flowering, if blooms are to be encouraged for the next year; otherwise the time factor is not important. As an espalier, this kalmia cooperates surprisingly well and often provides that bit of unusualness which makes the landscape more inviting.

When foundation plantings are being considered, mountain laurel is often part of the answer for the large or small home, even the office building and school. It adapts itself where height is needed at corners, whether used as a single plant, in a shrub group or in combination with a small tree.

Acid Soil Preferred

An acid soil is preferred, and this often determines what plants can be combined with kalmia. The list becomes quite extensive, but should include high-bush blueberry (*Vaccinium corymbosum*); deciduous and evergreen azaleas; andromedas; leucothoe; inkberry; Green Island, convex-leaved, Hetz, crenata rotundifolia and Burford holly; Wilson, Carolina, Catawba and maximum rhododendrons; forms of Japanese and English yews; glossy abelia; cranberry cotoneaster; some viburnums; periwinkle; pachysandra; dwarf Hooker sarcococca, and Japanese skimmia, and such small trees as sour wood and flowering and kousa dogwoods. Stewartia *koreana*, Frank-

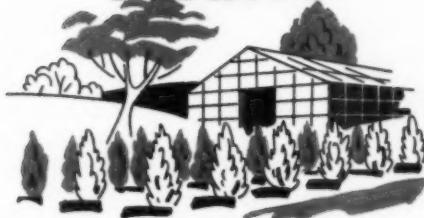
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lin tree, eastern and Carolina hemlocks and Suwanee river ligustrum might also be considered. The importance of having a liberal supply of organic matter in a well-drained soil cannot be overstressed, whether it be for mountain laurel or any other broad-leaved evergreen. Kalmia adapts itself to a deciduous shrub border that has no other evergreens in its composition; like many other plants, it dislikes competing with lilacs, California privet or other heavy feeders.

Accompanying Ground Covers

Periwinkle, or myrtle, or the Bowles variety of vinca make excellent ground covers for Kalmia latifolia and in most instances provide a pleasing combination. Pachysandra does well, too, but after a few years looks more like a collar around the base of the plant. For an interesting contrast, Baltic ivy lends itself, too, and its flat growth habit aids the cause. Dwarf Hooker sarcococca, whose leaves somewhat resemble those of the mountain laurel, is another possible base plant, preferably in the shade. The leucothoes are excellent, too, when placed with the laurel, but probably the coast leucothoe (*Leucothoe axillaris*) is the best of the group, because of its smaller leaves and lower habit.

Mountain laurel has the ability to soften the stiffness in a tightly clipped yew hedge. There is something about this plant's appearance that prevents it from being out of place, hedge or no hedge. It even quiets a bird bath or stone features.

It is a welcome plant for school-ground plantings, too, particularly because it is in full flower near graduation time and in some instances hits just the right day.

One can extoll this plant endlessly and suggest many other uses. It is a shrub that becomes the backbone of plantings where it is used and provides unity in the landscape, suggesting, maybe, that all is right with the world.

C. E. L.

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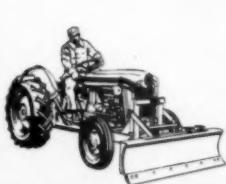
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PLANT NOTES HERE AND THERE

By C. W. Wood

Some Unusual Plants

Cotula represents a group of composites, mostly in the southern hemisphere, many of them confined to New Zealand. The name means small cup and describes the clasping leaves which form a receptacle. They are said to be invasive plants where hardy and are only to be used in places where an indestructible ground cover is wanted. There, it is said, the pretty, ferny leaves of several species are effective. I cannot give a firsthand opinion, for even the most popular one, the New Zealand *C. squalida*, is not hardy in northern Michigan. There is one, *C. barbata*, which I grew and found highly useful as a bedding annual, though the lists call it a perennial. It forms a mat of strong-smelling, marigold-like leaves, with small, globe-shaped flowers, on stems reaching six inches in height, "for all the world like a pincushion crammed with long hatpins, each head a bright yellow button," as someone has said. If seeds are available, it might be well to give the plant a trial for local sales.

For the benefit of those who have hesitated to add *Lonicera fragrantissima* to their offerings because of a reputed lack of hardiness, I submit the following, received from a Wisconsin friend in late December: "Last week a short cold spell brought temperatures down between 12 and 14 degrees below zero, but *Lonicera fragrantissima*, with southern exposure, still has 85 per cent of its green leaves."

Although I have twice mentioned *Anchusa caespitosa* in this column during the past few months, I cannot refrain from including the following clarification from a Canadian friend who has grown the plant for two or three years.

"The plant grows quite well here (Toronto)," he writes, "and is best described as a rather short-lived perennial. It sets a very limited number of seeds but they self-sow around the plant. My present stock is of self-planted seedlings.

"As to the accuracy of the named description, I think I can help a little. I bought my plants from a nurseryman (Ingwersen) when I was in England two years ago. At that time I was shown a plant of the true

A. caespitosa, which is a plant such as Farrer described. Unfortunately, the nurseryman was not in a position to supply me with a plant of the true *A. caespitosa* but had stock of the kind which has taller sprays of flowers as described in your reference. The nurseryman was calling this 'Anchusa caespitosa of trade,' a most unsatisfactory name for a plant well able to stand on its own virtues."

He enclosed a colored transparency of the anchusa growing in the ordinary loam of the Toronto area together with *Edraianthus parnassicus* and *Lychnis viscaria floreploeno*. The three made a delightful picture.

Clematis Texensis Hybrids

It appears from conversations with nurserymen that many are of

the opinion that the Clematis texensis hybrids are not hardy in the north. That cannot be an absolute truth, for I have found them in many northern Michigan gardens. My own experience with them has not been extensive enough to result in any sure conclusions, but from what I see and hear I should judge the plants to be hardy in all except the coldest sections. In the north they usually die down to the ground during winter, but come strongly from the root in spring, flowering over the usual long season. All the hybrids that I have seen have more or less the bell-shaped flowers of the type, though I have heard of cup-shaped ones, like the rosy-carmine Grace Darling. Most experienced growers agree that they do best in a light

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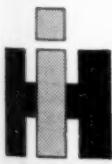
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soil which has been enriched with leaf mold and has had an application of lime if it is not a limestone soil to start with. A yearly top-dressing of manure, spaded into the surface, is also beneficial.

An Interesting Labiate

Experienced gardeners always look on a new labiate as a prospective delight to the eye or the nose or both. Cedronella cana delights both of these senses. It is a subshrub from New Mexico, and just how far north it would be hardy I do not know. I kept it alive in northern Michigan for several years by planting it in a sheltered spot with deep litter over it to protect the roots. It made new growths each year, commencing to produce its deep red-purple labiates in early summer and continuing right up to frost. It grew about two feet tall, as I remember, but it would no doubt do better than that where it does not freeze back to the root. A long blooming season, hoary and fragrant foliage and amiability recommend it for trial in the east and south.

Viola Aetolica

A recent inquiry about *Viola aetolica* leads me to hope that it has become available again after a long absence, though I do not find it mentioned in any of my lists. I take it from the inquiry that the plant inquired about is not type *aetolica*, but rather one of its forms. However, more of that later.

This is one of the true violets, as distinguished from the ordinary pansy violets of gardens. Correvon's book records it as growing eight inches tall and bearing lilac-colored flowers in April; Balls, an authority on eastern Mediterranean plants, says it has flowers of lavender mauve (the difference in color terms may be in language only), but he mentions a form, variety *heterosepala* (not *heterophylla*, which is a distinct species of widely varying color from the same region), with bright yellow flowers. It also appears to be the plant generally sold as *V. aetolica*; at least that is what I have grown two or three times from European seeds—a beautiful, bright yellow variety of long-blooming habit, pleasingly dwarf and restrained in growth when put by itself in open, sunny situations. I am not sure about its hardiness and find nothing in literature on that point.

Platycodon Nova

The announcement of a new race of platycodon, called *P. nova*, in an English seedsman's list this spring

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brings up visions of quick profits in the neighborhood grower's hands, in view of the fact that it is said to bloom in three months from seeds. I think one can readily see how it would work into a schedule, whether it was started early indoors or later in a frame, grown along in pots for sale in its young stages or perhaps even when in bloom if it proved amenable to such treatment. The announcement said it produces its 3-inch, blue flowers on plants to six or seven inches tall.

I have been growing for the past few years a few plants under the label of *P. alpinum* which have given much pleasure. Ostensibly seedlings, these plants vary from three to four inches to almost a foot tall, all with flowers in shades of blue.

Heliopsis Light of Loddon

This note is written before the 1957 catalogs are at hand, but I understand that *Heliopsis scabra* Light of Loddon will be in at least one of them; so I am taking this opportunity to say a few words in its praise. The color is the clearest, most pleasing yellow (cadmium yellow, I think the catalog writers call it) of any scabra form that I have seen, and that means a lot, especially when the fact is coupled with all the other good points of this species. These good points include ironclad hardness, a disposition that allows it to thrive under adverse conditions, such as dry weather and neglect, and a summer-long production of pretty yellow flowers. I feel sure that gardeners will welcome it with joy.

Sedum Rosea

When I broke up my collection of stonecrops about 15 years ago, I had a remarkable number of rhodiola forms, especially the ones referable to *Sedum rosea* or closely related thereto. I do not bring up the matter now to recommend a similar collection, though the gathering of all possible forms of this polymorphic group should prove a pleasant hobby for anyone interested in such matters; rather it came to me that neighborhood growers might find a few of the forms useful in their work. I shall point out two or three kinds which I think hold greatest promise.

First, though, let us briefly examine this division of the stonecrop family. The rhodiola section of *sedum* is characterized by a fleshy root, "crowned with leaves with broad clasping bases, from the axils of which leafy, flowering shoots are produced. The flowers are 4 to 5-parted, dioecious or hermaphrodite." The multiplicity of described



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4 to 6 ins. 2½c 2c

6 to 10 ins. 5c 4c

10 to 15 ins. 8c 6c

Cytisus scoparius (Scotch Broom). Bright green all winter — yellow flowers in spring.

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2 to 4 ins. 6c 4c

Ulmus pumila (Siberian Elm). Commonly called Chinese Elm.

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12 to 15 ins. 45c 40c

15 to 18 ins. 55c 50c

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upright type

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15 to 18 ins. 55c 50c

Euonymus patens, medium-leaved

12 to 15 ins. 40c 35c

15 to 18 ins. 50c 45c

18 to 24 ins. 65c 60c

Euonymus

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MARCH 15, 1957

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rity rutteri of the latter is about the best border plant of the golden asters that has come my way, being larger of flower and later blooming than the type. Any form of *C. mariana* or *C. villosa* will likely prove to be a good summer seller if it is displaying its bright yellow heads. The plants grow from one to two feet high, depending more on local conditions of soil and moisture, I believe, than on kinds of the two species. They grow naturally in dry, sunny situations, often in quite sterile soil, but produce far better results in the border if given at least ordinary border fertility and moisture during dry periods. They come quite readily from seeds, and that is usually the best way to increase them, unless one is working with improved forms, like *C. villosa* rutteri, which should be grown from green cuttings, taken before flowering commences, usually in May in the north.

Primula Sieboldi

The Asiatic primrose, *P. sieboldi*, has had its virtues extolled several times in this column, but it no doubt deserves another mention, especially since there have been at least three inquiries about it lately. For the benefit of these inquirers and other newcomers to the trade, the following is submitted.

Of the *cortusoides* type of primrose, *P. sieboldi* is far and away the best that I have grown, rivaling many of the difficult beauties in its brilliant performance and doing it with no trouble at all to the gardener. Give it a moderately moist spot in some shade or where the hose can reach, a leafy soil and fairly frequent division, and you will be assured of flowering that should satisfy the most exacting. The plant produces tufts of soft, crimped leaves, lovely in themselves, from which grow stems to 10 inches in height in spring, each carrying an ample head of flowers, varying from snow-white through pinks to pale violet, carmine and purple, sometimes with fringed edges. Bicolors, such as pink or white with a dark violet or pale purple reverse, are rare.

What was said before about frequent division carries the hint of one propagation method. In fact, this is the way to increase all one's outstanding forms, such as the pure white, large-flowered form which sometimes occurs. Of course, seedage is always available, fresh seeds germinating readily and the seedlings growing without much trouble. The results are often amazing in range of colors and sizes of flowers. I should consider *P. sieboldi* one of the bet-

Bingo

(Pat. No. 1392)

RATED 8.8

**Pink
Fragrance**

(Pat. No. 1493)

The American Rose Society, in their 1957 guide, rate our Bingo 8.8. There are few roses with a higher rating. When our Pink Fragrance is tested, we believe it will rate equally high.

Include in your order for Ilgenfritz Oregon and California-grown roses (you never saw finer roses), a good supply of both Bingo and Pink Fragrance. The complete list of extra-choice varieties can be supplied bare-root, packaged or canned. Order today.

Real Bargains in Fine Shrubs

	Each 10 to 99 and up	Each 100	Each 10 to 99 and up	Each 100
CHAENOMELES JAPONICA (Maulei) (Dwarf Flowering Quince)				
1½ to 2 ft.	\$0.40	\$0.30		
2 to 3 ft.45	.40		
CORNUS AMOMUM (Silky Dogwood)				
2 to 3 ft.40	.35		
3 to 4 ft.60	.50		
4 to 5 ft.85	.75		
5 to 6 ft.	1.15	1.05		
COTONEASTER DIVARICATA				
1½ to 2 ft., B&B	1.85	1.60		
2 to 3 ft., B&B	2.50	2.25		
3 to 4 ft., B&B	3.25	3.00		
1½ to 2 ft., B.R.95	.85		
2 to 3 ft., B.R.	1.25	1.10		
3 to 4 ft., B.R.	2.00	1.75		
COTONEASTER FOVEOLATA				
2 to 3 ft.55	.45		
3 to 4 ft.65	.55		
4 to 5 ft.85	.75		
EUONYMUS EUROPAEUS				
2 to 3 ft.45	.40		
3 to 4 ft.60	.50		
4 to 5 ft.70	.60		
LIGUSTRUM REGELIANUM				
1½ to 2 ft.35	.30		
2 to 3 ft.45	.40		
PHILADELPHUS CORONARIUS				
1½ to 2 ft.35	.30		
2 to 3 ft.45	.40		
3 to 4 ft.60	.50		
PHILADELPHUS VIRGINALIS				
2 to 3 ft.45	.40		
3 to 4 ft.60	.50		
RHAMNUS FRANGULA				
2 to 3 ft.40	.35		
RHAMNUS SAXATILIS				
2 to 3 ft.40	.35		
3 to 4 ft.55	.45		
4 to 5 ft.85	.70		
SPIRAEA FROEBELII				
1½ to 2 ft.45	.40		
2 to 3 ft.55	.45		
SYMPHORICARPOS ALBUS				
1½ to 2 ft.30	.25		
2 to 3 ft.40	.35		
3 to 4 ft.60	.55		
TAMARIX AFRICANA				
3 to 4 ft.60	.50		
4 to 5 ft.85	.70		
VIBURNUM LANTANA				
2 to 3 ft.50	.45		
3 to 4 ft.70	.60		
VIBURNUM OPULUS ROSEUM (Old-Fashioned Snowball)				
2 to 3 ft.70	.60		
3 to 4 ft.90	.80		
VIBURNUM TRILOBUM (American Cranberry Bush)				
1½ to 2 ft.45	.40		
2 to 3 ft.65	.55		

ILGENFRITZ NURSERIES, INC.

The Monroe Nursery, MONROE, MICH.

Phones: MONROE, Cherry 1,6100
DETROIT, WOODWARD 3-3244

PEONIES IRIS HEMEROCALLIS

For Spring Planting

Peonies in cold storage, ready to ship.
Iris and Hemerocallis dug as weather
permits. Large selection. Quality stock.
Send for wholesale prices.

Wassenberg Gardens

4½ Miles East on U.S. 30
VAN Wert, OHIO • "The Peony City"

PROPAGATION OF PLANTS, by Kains
and McQuesten. Nursery and greenhouse refer-
ence. 637 p., \$6.00.
American Nurseryman Chicago 4.

Specimen Landscape Materials Our Specialty . . . TAXUS



W. A. NATORP CO.

4400 READING ROAD
CINCINNATI 29, OHIO

Visit our nurseries when in Cincinnati

QUALITY STOCK

Each

Von Ehren Juniper. Bare-root. Fastest-growing evergreen. 8 to 10 ins. **\$0.06**

Forsythia

Lynwood Gold. Deep yellow flowers twice the size of older varieties. Summer rooted, dormant. 6 to 10 ins. **.06**

Spring Glory. Pale yellow. More flowers than any other variety. Summer rooted, dormant. 6 to 10 ins. **.04**

Euonymus coloratus. Rooted outdoors last summer and wintered there. 6 to 10 ins. **.03 1/2**

Euonymus patens. Small, medium or large-leaved. Rooted outdoors last summer and wintered in the same place. 6 to 10 ins. **.04**

Pyracantha lalandi. Fast grower and quick money-maker. Our stock plants held all leaves and some berries through the winter. Heavy-rooted, summer propagated, greenhouse wintered. 5 to 6 ins. **.05**

See classified ad under lining-out stock for other items. Less than 300, total order, add two cents per plant.

McININCH GREENHOUSE
ST. JOSEPH, MO.



EVERGREENS

Growers of Quality Evergreens
Lining-out Stock a Specialty

Write for Trade List

EVERGREEN NURSERY CO.
Established 1864 : STURGEON BAY, WIS.

Finest Quality PERENNIALS and SHRUBS

See our ad for Perennials
under Hardy Plants
in Classified.

KINGWOOD NURSERIES
MENTOR, O.

Seedlings and Transplants

NEWPORT NURSERY CO.
NEWPORT, MICH.

ter items for the neighborhood grower and a good specialty for the wholesale market.

LAKE COUNTY MEETING

[Continued from page 14]

almost two months after treating. Beds were planted three days after treating with Vapam. Although the test plants showed no injury from this early planting, the practice is not advocated. It is safer to follow the manufacturer's recommendations.

Another phase of weed control is prevention of weed development in fields where nursery stock is grown. O. S. U. has been conducting tests for several years, primarily in blocks of 5-year taxus plants which have been in the field two years. The rows should be freed of all weeds first, then hoed and cultivated if necessary before applying chemical or herbicide. A dozen or 15 herbicides which are on the market have been used in experiments during the past year. Amazol has been found to be a specific herbicide for Canadian thistle, and good control has been obtained so far. Some damage to taxus occurred; extended twigs became yellow where the chemical came in contact with the plant. Whether this will have a lasting detrimental effect is not known as yet. Applications of Amazol at the rate of six to eight pounds per acre were successful in keeping grass and weeds under control for a period of eight weeks after application. 2,4-D, (one pound per acre) will cause no serious damage to taxus, and one or two applications will clean up bindweed.

Dr. Chadwick also showed slides of areas treated for control of various weeds and grasses, results of fertilization to obtain a well balanced soil, and canned nursery stock.

A 3-man panel composed of Maurice Champion, of Perry; William Cole, of Painesville, and J. L. Strickfaden, of Sandusky, described their methods of keeping stock control, sales and other records, explaining the various forms and office machines used.

Dr. R. B. Neiswander, of the Ohio experiment station, Wooster, reported on "New Insect Pests and Revised Control Recommendations." DDT or lead arsenate have been found to be effective in controlling webworm on honey locust. Tests with 16 commercial miticides were conducted to determine control of spruce spider mite on juniper. Results showed that Kelthane, Tryphon (both as an emulsion and wet-

SHADE TREES

These are exceptionally nice, straight and well-branched native trees; dug bare-root or balled and burlapped as near A. A. N. specifications as possible.

River Birch, Rubrum Maple, Pin Oak, Sweet Gum and Clump Birch.

Each	Each	Per 100	Per 1000
5 to 6 ft., B.R.	\$ 1.25	
6 to 8 ft., B.R.	\$ 2.00	1.75	
8 to 10 ft., B.R.	3.50	3.25	
1 to 1 1/2 ins., B&B	6.50	6.00	
1 1/2 to 2 ins., B&B	8.00	7.50	
2 to 2 1/2 ins., B&B	10.50	10.00	
2 1/2 to 3 ins., B&B	14.00	13.00	

FLOWERING CRAB APPLE BENCH GRAFTS for early spring delivery in Alaska, B.C., Silver King, Joy Darling, Wabisaw, Purple, Double Chinese White, Aldenham, Column Cherry, Flame, Hops and Eley. \$25.00 per 100; \$12.50 per 500; \$200.00 per 1000.

APPLE BENCH GRAFTS in Transparent, Red Delicious, Yellow Delicious, Stayman, Grimes Golden, Jonathan and Turley. \$15.00 per 100; \$62.50 per 500; \$100.00 per 1000.

APPLE SCIONS in above varieties at \$15.00 per 1000. Will average about three cuts to scion.

Egyptian NURSERY & LANDSCAPE CO.
FARINA, ILL. Phone 3551

PLACE YOUR ORDER NOW!

Per 100 Per 1000

GINKGO BILOBA

(Maidenhair Tree)

6 to 12 ins., 2-yr., S. \$17.00 \$160.00

HYDRANGEA PETIOLARIS

(Climbing Hydrangea)

2 1/2-in. pots 40.00 350.00

GOLDEN VICARY PRIVET

8 to 12 ins., T. 22.00 200.00

AZALEA LITTLE BEAUTY

double, deep rose 8 to 10 ins., T. 80.00 700.00

GIRARD BROS. NURSERY

GENEVA, O.

Send for our price list.

JUNIPER GRAFTS

We specialize in grafting of evergreens, heavy scions on strong Virginiana understock, in 2 1/2-in. rose pots. Large assortment.

\$450.00 per 1000; 300 at 1000 rate.

Order now for spring delivery.

Richard P. Tesche

PINE CREST NURSERY

8100 W. 95th St., LENEXA, KAN.

Located 5 miles southwest of Kansas City, Mo.

GOLDEN VICARY PRIVET

Lovely, solid, golden-leaved variety. Extremely adaptable for a striking border. Retains full golden color from spring to fall. Beautiful for rose bed borders. Should have full sun.

Potted liners \$18.00 \$150.00

BEARDSLEE NURSERY Perry, O.

IVIES

HEDERA HELIX (English). Per 100
rooted cuttings \$ 5.00

2 1/2-in. pots, 2 per pot 15.00

HEDERA HELIX GRACILIS (Baltic). 2 1/2-in. pots 15.00

GILSON GARDENS Perry, O.

ROOT-PRUNED SEEDLINGS AND TRANSPLANTS

Terms according to our published list

	Each	Each	Each
Per 100	Per 100	Per 100	Per 100
10	100	1000	1000

ABIES CONCOLOR (Concolor Fir)	\$0.70	\$0.60	\$0.50
12 to 15 ins., TTT.	.85	.80	.75
9 to 12 ins., R.P.	.50	.25	.20
6 to 9 ins., R.P.	.20	.15	.12

JUNIPERUS HETZI (Hetz Blue Juniper)	\$0.70	\$0.60	\$0.50
12 to 15 ins., TTT.	.85	.80	.75
9 to 12 ins., TTT.	.65	.60	.55
6 to 9 ins., TTT.	.45	.40	.35

JUNIPERUS HIBERNICA FASTIGIATA (Irish Juniper)	\$0.70	\$0.60	\$0.50
9 to 12 ins., TTT.	.50	.45	.40

JUNIPERUS JAPONICA (Procumbens Juniper)	\$0.70	\$0.60	\$0.50
9 to 12 ins., TTT.	.60	.55	.50
6 to 9 ins., TTT.	.45	.40	.35

JUNIPERUS KOSTERI (Koster's Juniper)	\$0.70	\$0.60	\$0.50
12 to 15 ins., TTT.	.80	.75	.70

JUNIPERUS PFITZERIANA COMPACTA (Compact Pfitzer)	\$0.70	\$0.60	\$0.50
9 to 12 ins., TTT.	.50	.45	.40

JUNIPERUS PFITZERIANA (Pfitzer Juniper)	\$0.70	\$0.60	\$0.50
12 to 15 ins., TTT.	.85	.80	.75
9 to 12 ins., TTT.	.65	.60	.55

JUNIPERUS PFITZERIANA AUREA (Gold Tip Pfitzer)	\$0.70	\$0.60	\$0.50
12 to 15 ins., TTT.	.65	.60	.55
9 to 12 ins., TTT.	.45	.40	.35

JUNIPERUS SABINA (Savin Juniper)	\$0.70	\$0.60	\$0.50
18 to 24 ins., TTT.	1.50	1.35	1.25
15 to 18 ins., TTT.	1.10	1.00	.90

JUNIPERUS VIRGINIANA (Eastern Red Cedar)	\$0.70	\$0.60	\$0.50
18 to 24 ins., R.P.	.45	.40	.35
12 to 18 ins., R.P.	.30	.25	.20

JUNIPERUS SABINA (Savin Juniper)	\$0.70	\$0.60	\$0.50
18 to 24 ins., TTT.	1.50	1.35	1.25
15 to 18 ins., TTT.	1.10	1.00	.90

JUNIPERUS SABINA (Savin Juniper)	\$0.70	\$0.60	\$0.50
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15 to 18 ins., TTT.	1.10	1.00	.90

HORIZONTAL JUNIPERS

Each	Each	Each
Per	Per	Per
10	100	1000

JUNIPERUS ADMIRABILIS

Each	Each	Each
Per	Per	Per
10	100	1000

JUNIPERUS ADRESSA

Each	Each	Each
Per	Per	Per
10	100	1000

JUNIPERUS ANDORRA PLUMOSA

Each	Each	Each
Per	Per	Per
10	100	1000

JUNIPERUS LIVIDUS

Each	Each	Each
Per	Per	Per
10	100	1000

JUNIPERUS PETRAEUS

Each	Each	Each
Per	Per	Per
10	100	1000

JUNIPERUS PLANIFOLIUS

Each	Each	Each
Per	Per	Per
10	100	1000

</div

SHEARED SPECIMEN EVERGREENS

	Each	Each
	10 rate	100 rate
Juniperus pfitzeriana		
18 to 24 ins.	\$3.25	\$3.00
24 to 30 ins.	4.25	4.00
Juniperus excelsa stricta		
18 to 24 ins.	2.50	2.25
24 to 30 ins.	3.25	3.00
Juniperus virginiana canariensis		
4 to 5 ft.	6.25	6.00
5 to 6 ft.	6.75	6.50
Juniperus virginiana chinensis		
3 to 4 ft.	5.75	5.50
4 to 5 ft.	6.25	6.00
Juniperus virginiana Dundee		
3 to 4 ft.	5.75	5.50
4 to 5 ft.	6.25	6.00
Taxus cuspidata (Spreading Yew)		
15 to 18 ins.	5.25	5.00
18 to 24 ins.	5.75	5.50
Taxus nana (Brevifolia)		
15 to 18 ins.	4.25	4.00
Taxus nigra (Dark Green Spreader)		
15 to 18 ins.	5.25	5.00

Magnolia soulangeana		
3 to 4 ft., B&B,		
with bloom buds.	4.25	4.00
4 to 5 ft., B&B,		
with bloom buds.	5.50	5.00
5 to 6 ft., B&B,		
with bloom buds.	6.75	6.50

SHRUBS

	Per 100	Per 1000
Barberry, thunbergii (Green)		
15 to 18 ins.	\$22.50	\$200.00
18 to 24 ins.	25.00	225.00
Barberry, thunbergii atropurpurea (Red)		
15 to 18 ins.	27.50	250.00
18 to 24 ins.	35.00	300.00
24 to 30 ins.	37.50	350.00
Privet, Amur River North		
(Onaraga-grown)		
18 to 24 ins., 3 br.	15.00	125.00
2 to 3 ft., 4 br.	17.50	150.00

LINING-OUT STOCK

	Per 100	Per 1000
Barberry, Red-Leaved		
2-yr., 12 to 18 ins. S. & \$10.00	\$ 10.00	\$ 90.00
Euonymus alatus compactus		
2-yr., 8 to 12 ins....	27.50	250.00
Taxus capitata , seedling type		
4-yr., T.....	55.00	500.00
5-yr., TT.....	130.00	1250.00
Weigela vanilleki		
1-yr., cutting,		
15 to 24 ins.	17.50	150.00

Prices F.O.B. Onarga, Ill.

IRELAND'S NURSERY
J. F. Ireland, Prop.
P. O. Box 77
ONARGA, ILL.
Phone: AMherst 8-7257

PERENNIALS

Transplanted Field-Grown Stock

	Per 100
1800 Lythrum, Morden Gleam	\$17.50
4000 Lythrum, Morden Gleam,	
Medium size.....	12.00
700 Shasta, Diener's Giant.....	17.50
400 Veronica, Icicle, white.....	17.50
300 Veronica, Minuet, dusty pink.....	25.00
1000 Vinca, Bowles.....	17.50
1500 Phlox subulata, Wild Rose.....	20.00

LINERS

Heuchera, selected Red.....	9.00
Heuchera, Red Prince, dark red.....	25.00
Veronica, Minuet, dusty pink.....	15.00
Iberis, Purdy, very dwarf.....	10.00
Lythrum, Morden Rose.....	10.00
Phlox Subulata, Alexander's Surprise.....	12.00
Carnation Grenadin, assorted.....	3.50
Shasta, Diener's Giant.....	4.50
Mums, Minnpink, Minnbronze.....	20.00

Send for Complete List.

PERKINS BROS.
2591 Stillwater Rd.
ST. PAUL 6, MINN.

the president of the Lake County Nurserymen's Association, Gerard Klyn, Gerard K. Klyn, Inc., Mentor.

Business Problems

Zolman Cavitch, faculty member of Western Reserve University school of law and member of the firm of Grossman, Schlesinger & Carter, Cleveland, presented a paper on "Business Organization Problems." Mr. Cavitch defined the terms personal ownership or sole proprietorship, partnership and corporation. He further defined the rights and obligations of persons engaged in businesses under each of these classifications.

In personal ownership or sole proprietorship, debts and assets belong to one person. A partnership is not fundamentally different from a sole proprietorship. Each partner is personally responsible for all debts or other obligations. Primarily, a partnership is the aggregate of all its partners.

A corporation is termed a creature of the law and is basically different from either of the other two types of organization. It is a distinct "person," separate from its shareholders, and is formed by the issuance and purchase of stock. Whether a business should be operated incorporate or corporate can only be determined by making a financial analysis of the business. By making an intelligent estimate of future income and obtaining proper legal advice, one can work out a satisfactory formulation of business status. If this formulation is well drafted, regardless of which form is chosen, all persons engaged in the business will be protected as fully as possible and will be assured the greatest possible return on their investment.

Retailing

"Retailing Nursery Stock," with James Caldwell as moderator, proved to be especially interesting to those present who are operating retail outlets.

G. Walter Burwell, Burwell Nurseries, Columbus, described the firm's garden store and various projects which are conducted throughout the year to keep its name before the public as a source for gardening needs. The main objective of anyone operating a retail store is to arouse the interest or curiosity of the public and persuade them to stop at his place of business. An attractive front to the salesyard or store is, of course, highly contributory to successful operation of the business. Landscaping in good taste with flowering plants and annuals to provide color

LINING-OUT and FINISHED STOCK

Ask for List

THE COTTAGE GARDENS

Our 34th Year

Nick I. W. Kriek—Harold E. Hicks
LANSING 17, MICH.

COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade Trees, Roses and Lining-out Stock.

Write for complete list.

ONARGA NURSERY CO.
ONARGA, ILL.

REMEMBER SHERMAN'S for . . .

Alpine Currant
Hydrangea P. G.
French Lilacs
Snowball
Shade Trees
Evergreens
Phlox
Peonies
Plum Seedlings
Lining-out Stock

Let us quote you on your requirements.

SHERMAN NURSERY CO.
CHARLES CITY, IA.

SPECIAL PINK FRENCH PUSSY WILLOW

(Salix discolor)
Per 100 Per 1000
18 to 24 ins., 2 canes up. \$15.00 \$125.00
2 to 3 ft., 2 canes up.... 20.00 175.00

KINGWOOD NURSERIES
MENTOR, O.

ARMINTROUT'S EVERGREEN NURSERY

ALLEGAN, MICH.
Seedlings—Transplants
Finished Stock
Send for price list.

RED BARBERRY

Per 1000
24 to 36 ins., heavy \$500.00
18 to 24 ins., heavy 375.00

MOLNAR NURSERIES
R. F. D. 1 Narrows Road, PERRY, O.

and bloom throughout as long a period as possible also does much to attract the eyes of the passerby. A location on a major highway or heavily traveled road is also essential.

The Burwell Nurseries plant garden areas with carefully selected stock, permitting customers to visualize how these plants may possibly be used in their own yards. Stock which is available for purchasing is kept in a designated area for selection by the customer, but landscape nurserymen are taken directly into the nursery fields for inspection of stock.

Burwell's also has a patio with glass-covered roof where interested groups or clubs may conduct their meetings, and a raised terrace where outdoor furniture is displayed and sold. An assortment of plants in actual use, however, perhaps best creates the greatest interest and does more to promote sales than any other idea.

Attracting Customers

In its advertising campaign, Burwell's has found that radio advertising seems to reach a different type of clientele than do newspaper ads. Best response from newspaper advertising comes on small items or grades. A customer mailing list is maintained for direct-mail advertising. These customers already are familiar with the nursery and the type of merchandise handled there, and, therefore, no further introduction is necessary. Naturally, if a nursery grows and offers the material customers are interested in, it will have no difficulty making sales.

Mr. Burwell suggested that if a customer cannot find what he came to buy, he may still purchase a decorative item or garden supplies such as dust or fertilizers. Potted plants sell well because the customer actually sees what he is getting and recognizes its superiority to dime-store merchandise. No matter what time of year customers come to the nursery or garden center, they should always find something of interest which can create a sale. At Christmastime, Burwell's handles a select line of decorative items, thus extending their selling period during the winter months when regular nursery items are not on the market.

Carl Weinhart, Hartville, next gave his views on retail selling. There is a big difference, he pointed out, between a merchandiser and a horticulturist. The appearance of the sales area has much to do with success. Tools and equipment lying in disorder about the yard create a

LINERS AND COMMERCIAL FRUIT STOCK, ORNAMENTAL AND SHADE TREES

	12 to 18 ins.	18 to 24 ins.	24 to 30 ins.	30 to 36 ins.	3 to 4 ft.
PEACH:					
Dixired	3700
Jerseyland	450
Early Fair Beauty	1650	935	600
Fair Beauty	650	1450	625	225
Blake	4600	125
Red Elberta	35	375	450	25
Elberta	4625	2260	1450	1925	475
Shipper's Late Red	700
Shinn	325	100	875	275	75
Early Golden Jubilee	825	435	400

FLOWERING TREES:

	15c	20c	25c	30c
Redleaf Peach	175	625	625
White-Flowering Peach ..	150	75	400	100
Pink-Flowering Peach ...	175	525	400
Red-Flowering Peach ...	600	2125	750
Purple-Leaved Plum	50	75

PLUM and APRICOT:

	12 to 18 ins.	18 to 24 ins.	2 to 3 ft.	3 to 4 ft.
Kelsey Japan Plum	50	200	275	275
Methley Plum	125	350
Bruce Plum	50	300	725	100
Blue Damson	325	250
Wicksom Plum	50	100	250	150
Sapa Plum	225	325	225
Stanley Prune	25	225	550
Moorpark Apricot	250	225	600

APPLE WHIPS:

	12 to 18 ins.	18 to 24 ins.	2 to 3 ft.	3 to 4 ft.	5 ft.
Atha Apple	10c	15c	20c	25c	30c
Early Harvest	175	50
Dark Red Delicious	375	675	2175	225	50
Yellow Delicious	625	1250	600
Dark Red Stayman	125	175	775	1050	675
Virginia Red Winesap ...	125	175	1200	1600	1200

PEAR:

100 Orient Pear, 12 to 18 ins.	25c	300 Orient Pear, 2 to 3 ft.	45c
125 Orient Pear, 18 to 24 ins.	35c	115 Orient Pear, 3 to 4 ft.	55c

SHADE TREES:

225 Silver Maple, 8 to 10 ft., 1½ to 1¾-in. cal.	\$1.25 ea.
65 Silver Maple, 10 to 12 ft., 1½-in. cal. and up	1.75 ea.

CUMBERLAND VALLEY NURSERIES, INC.

313 N. Chancery St. Phone No. 2616 McMinnville, Tenn.

OFFERING

5000 Pfitzer Juniper

18 to 24 ins., \$2.00

NICK'S NURSERY

ANCHORAGE, KY.

10 Miles East of Louisville

LINING-OUT STOCK FOR SPRING DELIVERY

Acer saccharum (Sugar Maple) Per 1000	
200,000 6 to 12 ins. S.	\$12.00
200,000 12 to 18 ins. S.	15.00
Silver Maple	
100,000 2-yr., 2 to 6 ft. S.	35.00
200,000 12 to 24 ins. S.	15.00
Day Lily plants	
500,000 Mixed varieties and colors	10.00
Common Violet plants, blooming size	
500,000 Mixed colors	5.00
Loquat Japonica liners	
500,000 6 to 18 ins.	6.00
Ilex opaca (American Holly)	
200,000 4 to 8 ins. S.	15.00
200,000 8 to 12 ins. S.	20.00

NOLERIDGE NURSERIES
P. O. Box 26 McMinnville, Tenn.

NOW feature any type of... **ZOYSIA**

**\$ and make money, satisfy
customers on every sale
—without inventory.**

Here's a profit line-up for nurserymen that is money in the bank. BECK'S — America's oldest Zoysia growers—puts into your hands a selling package you can push with confidence—at prices that mean fast action, good markups, genuine profits.

MEYER Z-52, EMERALD or MARELLA

Beck's allows you to feature all 3 varieties depending on local conditions—all with every wanted growing advantage that has made Zoysia the number one lawn grass.

Beck's gives you either low cost turf squares or fast-spreading, growth-guaranteed, pot-grown plants with uncut roots in a ball of organic plant food.

Beck's provides hard-working sales aids for you—display material, literature and mailing pieces.



Beck's will ship on your order to your customer or you can stock—solid profits either way.

Hitch your cash register to the oldest grower in the field. Write today for full details.

**OLDEST ZOYSIA COMPANY IN U.S.
BECK'S ZOYSIA COMPANY**
857 N. College St., Auburn, Ala.

poor impression and are detrimental to the business. The garden store should be housed in an attractive building.

Mr. Weinhart said the main point to be considered in merchandising is what methods should be used to get the public past other sales lots, low prices and dime-store material. One method is to have intelligent, courteous employees waiting on customers. Plants clearly marked with price, color of flowers, ultimate height and other important facts are also a trade attraction.

Test gardens which provide an opportunity for showing tulips, narcissi and other spring flowering bulbs, an azalea show or rose show can attract people and help step up sales. Canned nursery stock is proving highly satisfactory because of its greater chance for survival. Uniform prices and no price cutting also maintain customers' confidence in a nursery's business methods. At Christmastime, Mr. Weinhart has found that gift certificates are popular.

To conclude the afternoon's activities, three workshops were conducted. Dr. Neiswander, Dr. Chadwick, James Caldwell and Mr. Cavitch were available for anyone who wished to ask further questions concerning the subjects on which they had spoken during the day's program.

George A. Zeis, executive secretary of the Ohio Nurserymen's Association, was also present. He complimented the local group on its wholehearted interest and the many activities in which this organization participates. Mr. Zeis extended an invitation to local nurserymen to join the state organization, as the O. N. A. has many advantages to offer and close cooperation will prove mutually beneficial.

The annual banquet was attended by approximately 155 nurserymen, their wives and business associates. The ladies were given orchids and, after introduction of guests, a short program of entertainment was presented.

SOUTHWESTERN NEWS

Joseph Nance, at one time wholesale salesman for Shenandoah Nurseries, Shenandoah, Ia., is now in the employ of the Holsinger Nursery Co., Kansas City, Kan., as a salesman.

Young man of the year is the title conferred by the Salina, Kan., junior chamber of commerce upon Ralph B. Ricklefs, Jr. Mr. Ricklefs, who is a partner with his father in the oper-

SURPLUS STOCK

Per 100 Per 1000

Abelia grandiflora
(Glossy Abelia), field-grown

12 to 18 ins., C.....	\$ 9.00	\$ 80.00
12 to 18 ins., 2 br.....	11.00	100.00
18 to 24 ins., 3 br.....	16.00	150.00
2 to 3 ft., 4 br.....	25.00

We have over 50,000 of two and three-year-old Abelias. Let us book your order while they last.

Hydrangea paniculata grandiflora
(Peegee Hydrangea)

5 to 12 ins., C.....	6.00	50.00
12 to 18 ins., 2 br.....	9.00	80.00
18 to 24 ins., 3 br.....	16.00	150.00
2 to 3 ft., 4 br.....	25.00

Spiraea vanhouttei
(Van Houtte Spiraea)

6 to 12 ins., C.....	3.50	25.00
12 to 18 ins., C.....	4.50	35.00
12 to 18 ins., 2 br.....	6.00	50.00
18 to 24 ins., 3 br.....	8.50	75.00
2 to 3 ft., 4 br.....	20.00

NATIVE EVERGREENS

Rhododendron maximum, *Kalmia latifolia*, *Ilex opaca*, *Tsuga canadensis*

Per 100 Per 1000

3 to 6 ins., S.....	\$ 3.00	\$ 20.00
6 to 9 ins., S.....	4.00	30.00
9 to 12 ins., S.....	6.00	50.00
12 to 18 ins., S.....	8.00	70.00

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GARDENIAS

MYSTERY FORTUNE!

24 to 30 ins. \$0.75

NANDINA..PHOTINIA SERRULATA

24 to 30 ins. \$0.75

POOLE BROS. NURSERY

Phone: Glenmora, PI 8-3155

LeCOMPTE, LA.

ation of the Kansas Landscape & Nursery Co., is a graduate of Kansas State College in landscape design. He has been active in the Salina flood-control program, has been president of the Y.M.C.A. board and is an officer of the Lions' Club and the Salina county planning and zoning committee. He completed plans last year for Salina's newest park, Indian park.

Jack Siebenthaler, of the Siebenthaler Co., Dayton, O., is the author of an article entitled "Picture Windows: Saints or Sinners?" appearing in the March issue of Flower and Garden, a new magazine being published at Kansas City.

Members of the Kansas City Association of Nurserymen entertained their wives at a St. Valentine's day party given at the Tomahawk Hills Country Club February 11. There were about 40 present.

Herbert Schrepel, Schrepel Landscape Nurseries, Great Bend, Kan., has purchased property on the highway north of the city and will eventually move his nursery to that location. The city has now entirely surrounded Mr. Schrepel's nursery, and he needs more room to expand.

LINERS THAT SELL

The classified department of the American Nurseryman contains hundreds of advertisements in each issue which sell stock quickly, easily and economically. These little liners present an up-to-date reference for nurserymen to purchase their stock. Over 9,800 trade buyers now receive the American Nurseryman.

Showing the selling power of these classified liners are the following letters received:

"Kindly discontinue the following ads in the classified section in your paper. Our reason for discontinuing these items and deleting in other cases is that they have all been sold. Your magazine has been very helpful toward this end."

C. Hoogendoorn
Newport, R. I.

"The response I've had from advertising in the American Nurseryman has been wonderful. Thanks."

E. F. DuBose
Huntsville, Ala.

If you have surplus stock or wholesale regularly, check your stock now to see what you can offer. Send your order now to the American Nurseryman.

PAUL YANKALA will start Yanks Nursery, Route No. 2, Lockport, Ill., in the spring.

SURPLUS LIST

Each Per 100

700 Berckmans Golden Arborvitae, 24 to 30 ins.	\$2.00
200 Berckmans Golden Arborvitae, 30 to 36 ins.	2.50
600 Fruitland (Green Berckmans), 24 to 30 ins.	2.00
300 Fruitland (Green Berckmans), 30 to 36 ins.	2.50
300 Conspicua Arborvitae (heavy), 4 to 5 ft.	3.00
600 Irish Juniper, 24 to 30 ins.	1.50
400 Irish Juniper, 30 to 36 ins.	2.00
400 Ashford Juniper, 24 to 30 ins.	1.60
300 Ashford Juniper, 30 to 36 ins.	2.00
160 English Juniper, 3 to 3½ ft.	2.00
500 French Spike Juniper, 30 to 36 ins.	1.50
100 French Spike Juniper, 3 to 3½ ft.	2.00
400 Greek Juniper, 10 to 12 ins.	1.25
700 Greek Juniper, 15 to 18 ins.	1.50
150 Greek Juniper, 24 to 30 ins.	2.00
600 Greek Juniper, 18 to 24 ins.	1.75
500 Chinese Pyramidal Juniper, 3 to 3½ ft.	2.50
900 Chinese Pyramidal Juniper, 3½ to 4 ft.	2.75
600 Pfitzer Juniper, 3 to 4 ft.	2.50
200 Chinese Column Juniper, 7 to 10 ft.	5.00

All plants B&B. Loaded on your trucks at our nursery.

ROBERT McINTYRE NURSERY
Woodycrest Ave. NASHVILLE 11, TENN.

TREES of REPUTATION

If you live in west Texas, New Mexico, Colorado, western Oklahoma—you can't afford not to plant our evergreens, shade trees and shrubs. Properly grown; properly bailed and burlapped; well dug with plenty of good roots. Rich soil. Only hardy varieties grown; specializing in Junipers. Several thousand to offer, landscape grades.

Nursery located 63 miles east of Amarillo, Tex., and 7 miles northwest of Alanreed, Tex., on Farm Road 291; 28 miles southeast of Pampa, Tex., on 291. Amarillo Div. 1616 Western.

Mailing address and nursery:

BRUCE NURSERIES ALANREED, TEX.

Landscape Design and Modern Architecture

By Harold Perkins

Architectural changes exist not only in the surface appearance, but in the basic plan, as a result of technological improvements, new building materials, higher living standards and some new philosophies of living.

These changes have not been widely reflected in the landscape architectural treatment of the new architecture, because landscape architecture has always been the slowest of the arts to adopt new ideas. But since landscape design follows the lead of architecture, it is well to study the trends and influences that are shaping house designs and to note how some modern landscape architects have made designs that are in key with modern architectural plans.

One of the new trends is for architects, landscape architects, sculptors, painters and interior decorators to work together as a team in the realization of a fine home. This is becoming common practice in some university training programs.

The outdoor-indoor relationship is now a reality. The house and garden are dependent on each other; they are becoming one unit, and the architects themselves have been the leaders in this new development, so it is proper to study their aims and ideals.

Architectural Changes

The following architectural changes have influenced landscape design. (a) Rigid symmetry has been replaced by asymmetrical buildings. (b) Boxlike structures have given way to rambling houses with courts and wings that may project at odd angles. These sprawling houses often take up much of the space between the two side property lines.

(c) The small window surfaces of the past are now extensive glass areas, often extending from floor to ceiling.

(d) An evenly spaced fenestration of window arrangement has been replaced by a more functional and

Summary of an address, "Landscape Design and Modern Architecture—What Are the Problems and How Can They Be Solved?", given by Prof. Harold Perkins, plant science department, University of Connecticut, Storrs, on the program for landscape gardeners' day at the recent Ohio short course at Columbus, O.

artistic arrangement of glazed openings. This, in turn, results in large unbroken surfaces which are often constructed of stone, brick or other masonry units.

(e) Tall houses of the past emphasized the vertical; today's 1-story building and its architectural treatment gives strong emphasis to horizontal lines. Built-in planting boxes are frequently part of the original structure and help to point up the horizontal lines of the building.

(f) The roof of a typical house of yesterday had no overhang wider than that provided by a narrow gutter, whereas today the roofline com-

monly projects several feet beyond the house walls.

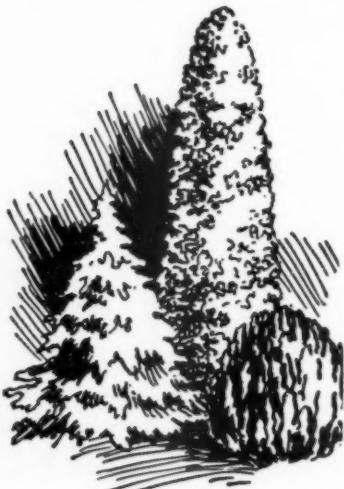
(g) The garage of the past, which slowly evolved from a barn for the family horse, was placed at the back as a separate unit. Today it is more commonly attached to the house and has a driveway that is extensive enough to provide off-street parking for several cars and easy access for delivery of people and produce to both the living and food preparation centers of the house. Wide paved areas combined with off-center doors commonly result in some narrow planting areas.

The landscape designer should strive for individual treatment of these new problems and not overuse or misuse any one pattern, as some architects have done with the picture window. Consider the general atmosphere of the neighborhood, as well as the desires and interests of the owner, existing trees, the soil and slope of the lawn.

Careful selection of plants is im-

CHOICE

LINERS POTTED AND BED GROWN



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Night Phone 82-5680

R. F. D. No. 9

RICHMOND 25, VA.

Specializing in B&B Evergreens

BROAD-LEAVED and CONIFERS

Catalog on Request.

LINDLEY NURSERIES, Inc.
P. O. Box H
GREENSBORO, N. C.

CHINESE CHESTNUT TREES

Seedlings only of the Peter Lui strain, 2-yr. br., 18 in. to 5 ft. Also, a special selection of Nanking seedling progeny in 2-yr. trees. Your inquiries invited.

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LEESBURG, GA.

MARCH 15, 1957

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portant. Certain plants may be suitable for one setting, but completely out of place in another. A few plants have an universal quality, which makes them seem at home no matter what the surroundings are. The Norway maple and the forsythia have a more urban appearance than a sugar maple or a viburnum, while the white-flowering dogwood and, to a lesser degree, spreading Japanese yew possess a unique at-ease-anywhere look.

Espaliered plants offer an excellent working tool for the modern landscape man, and if he uses these plants properly, they give a pleasantly casual effect that is in the spirit of the day. Espaliered plants lend themselves to modern design because they can be used in small planting areas and because they give rhythmic line effects.

Plant Groups

The modern designer uses plants in large groups of one species, which gives a feeling of unity and repeats, in another medium, the horizontal lines of the building. Ground cover plants also add much to the landscape by filling in small places that are impractical to mow and by tying together scattered plants to make a unified picture.

Good dwarf shrubs and refined upright shrubs in the 5 to 6-foot size are usable, but few nurserymen list them. Medium-size trees and small flowering trees become important elements of design by emphasizing some dominant line of the garden pattern. Columnar trees are needed for presenting strong vertical lines in contrast to the predominating horizontal lines of contemporary buildings.

With the large glass surface of today's homes, gardens must be designed so that they will have winter appeal as well as mid-May splendor.

The terrace or patio is essential to the present style of living, and to give these paved areas a gardenlike and livable quality, potted and tubbed plants should be used. Winter may pose some problems, but six months of terrace weather makes pot gardening worth while.

Shift from Foundation Planting

Changes in modern architecture such as the use of more paving, pebbles and ground cover areas near the house have resulted in moving larger plants away from the house. The old order of foundation planting is changing, and probably it is just as well.

Sources of information and inspiration as to what can be done

PIGGOTT NURSERY CO.

PIGGOTT, ARK.

IN STORAGE

APPLE, 2-Yr. Grafts

	5 to 6 ft. $\frac{1}{2}$ -in. cal. and up	4 to 5 ft. $\frac{3}{8}$ to $\frac{1}{2}$ -in. cal.
	45c	40c
Arkansas Black	80	40
Ben Davis, Black	40	70
Ben Davis, Red	60	20
Delicious, Red	125	50
Early Harvest	100	..
Gano	90	30
Grimes Golden Pippin	40	10
Jonathan, Double Red	200	130
King David	100	10
Maiden Blush	60	30
Mammoth Black Twig	250	100
Red June	60	..
Stayman Winesap	80	150
Tolman Sweet	100	..
Yellow Horse	30	30
Yellow Transparent	70	..

PEACH, 1-Yr.

	4 to 5 ft. $\frac{9}{16}$ -in. cal.	3 to 4 ft. $\frac{7}{8}$ -in. cal.	2 to 3 ft.	18 to 24 ins.
	32½c	25c	20c	15c
Arp Beauty	150
Blood Cling	..	50	60	60
Belle of Georgia	700	600	310	310
Carman	250	280	250	250
Chinese Cling	250	300	120	120
Elberta	3500	6500	8000	4500
Golden Jubilee	145	260	175	175
Halehaven	600	300	180	180
J. H. Hale	700	800	300	300
Red Bird	250	150	100	100

We will give a 5 per cent deduction on peach and apple in lots of 1000.

"Glen Grown
Means
Well Grown"



Citrus, Holly, Fruit Trees, Grafted
Ligustrum and other adapted plants
for the Cotton Belt and South.
Wholesale catalog on request

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Dependable since 1882

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SHRUBS AND TREES FOR THE SMALL PLACE, by P. J. Van Melle. Hardy deciduous materials for the home grounds. \$3.00.

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Tree seed collector and dealer
Since 1926.

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You, too, will want to get
in the swim with



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ON AND ON!

Reports of Suwannee River Ligustrum's hardiness during this severe winter continue to amaze us. Here are a few:

No cold injury at Narberth, Pa.

No damage from:

Minus 2 degrees on Long Island

Minus 16 degrees at Middletown,
Del.



HEAVY B&B EVERGREENS

	1 1/2 to 2 ft.	2 1/2 to 3 ft.	3 1/2 to 4 ft.	4 to 4 1/2 ft.	5 to 6 1/2 ft.	7 ft.	Sheared
Canadian Hemlock, naturals	\$6.00	\$15.00
Juniperus pfitzeriana	\$2.50	\$2.75	3.00	\$3.50
Juniperus glauca hetzi	\$2.00	2.50	3.00
Juniperus vononehron	2.50	3.00	3.50
Woodward Arborvitae	2.50
Pyramidal Arborvitae	2.50	2.75	3.00	3.50	\$4.00	\$4.50	\$5.00
Taxus cuspidata	5.00	6.00	7.50
Taxus wardi	5.00	6.00	7.50
Taxus hicksii	5.00	6.00	7.50
Taxus hatfieldii	5.00	6.00	7.50
Taxus wymani	5.00	6.00
Taxus media	5.00	6.00
Viburnum rhytidophyllum	3.00	4.00
Cornus florida rubra (Red Dogwood)	3.50	5.00

Loaded to trucks. F.O.B. nurseries. You are invited to come and select. Phone 547 or mail your orders to:

HUMPHREYS LANDSCAPE SERVICE MT. STERLING, KY.

Please Mention AMERICAN NURSERYMAN When Writing Advertisers.

Better Liners
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BERBERIS Crimson Pygmy
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Write for Complete Price List.
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GULF STREAM NURSERY
WACHAPREAGUE, VIRGINIA

SALESYARD ITEMS

Biota aurea nana and Biota compacta
filei, 15 to 18 ins., 18 to 24 ins. and
24 to 30 ins. Also Pfitzer Juniper, 15 to
18 ins.

FIKE NURSERIES
HOPKINSVILLE, KY.

Wholesale Custom Propagation
AZALEAS
Of Almost Any Kind
GLADSGAY GARDENS NURSERY

6311 Three Chopt Rd.
RICHMOND 26, VA.
Write for details.

about landscaping the modern house are to be found in the books of Thomas Church and Garrett Eckbo, who have carried on extensive practices in modern landscape design. Study of the Japanese practices is also valuable. The Japanese are masters in the use of small space, and there is strong evidence that western gardens are going to show more influences of the ancient Japanese culture.

Although there is a general feeling that modern design requires little technical ability, critics of present-day culture are convinced that modern design, at least as applied to architecture and landscape architecture, requires the most talented of creative designers and men with an extraordinary ability to visualize. Frank Lloyd Wright, the noted modern architect, expressed it well when he said, "It is the imagination which is now challenged and not the memory."

SHADE TREE CONFERENCE

[Continued from page 12]

Maywood, Ill. He told of the problems trees create when they are located close to overhead utility lines and outlined the policies followed by his company in construction design, in tree pruning and in tree removal work to reduce the number of service interruptions without undue sacrifice of fine trees. Several years ago, he said, his company had realized that more attention must be given to the tree-overhead line relationship and, accordingly, had retained a nationally known line-clearance consultant to conduct a field survey of the company's properties.

The survey revealed the following data: 1. Forty-five different tree species were actually, or potentially, interfering with the overhead wires, and, of these species, nine comprised more than 75 per cent of the total tree interference. 2. The total number of interfering trees was found to be 675,000 in approximately 30,500 miles of line. 3. Of the trees in conflict with the lines, 35 to 40 per cent were five to 10 inches in diameter, indicating that continued rapid crown growth could be expected. 4. Most of the urban and rural distribution lines were on 25 to 40-foot poles, and the 34.5 KV lines on public right of ways were on 35 to 50-foot poles.

In commenting on the results of the survey Mr. Lockwood said, "These two factors, fast-growing trees and the height of the lines, make short tree-trimming cycles

FRASER FOR LANDSCAPE MATERIAL

One of the finest stocks in the middle south. Conveniently located within Birmingham city limits with easy access to major highways in all directions. Truck delivery quotation on request, using our trailer trucks with capacity up to 20,000 lbs., loading space 7x30 ft.

CONIFERS:

Cedrus deodara, 3 to 18 ft.
Cunninghamia, Blue, 3 to 7 ft.
Cypress, Royal Italian, 6 to 10 ft.
Juniper, in variety:
Excelsa stricta, 1½ to 4 ft.
Sylvestris, 2 to 8 ft.
Communis Type:
Ashfordii, 2 to 6 ft.
Narrow Irish, 2 to 5 ft.
Kiyonoi, 2 to 8 ft.
Prostrate and Semiprostrate:
Hetzii, 1½ to 5 ft.
Pfitzer, 1½ to 4½ ft.
Blue Pfitzer, 1½ to 5 ft.
Von Ehron, 1½ to 6 ft.
Meyeri, 1½ to 3 ft.
Virginia Type:
Burkii, 3 to 7 ft.
Canaertii, 3 to 7 ft.
Glaucia, 3 to 7 ft.
Hillii, 3 to 7 ft.
Keteleerii, 3 to 9 ft.
White Pine, 2 to 8 ft.
Oriental Arborvitae:
Berckmans (*aurea nana*), 1½ to 4 ft.
Baker and Excelsa, 2 to 7 ft.
Bonita, 2 to 4 ft.
Howard Bluestripe, 2 to 7 ft.

BROAD-LEAVED EVERGREENS:

Abelia grandiflora, 1½ to 5 ft.
Boxwood (*sempervirens*), sheared cones, 1 to 3½ ft.; globes to 20 ins.
Cotoneaster, in variety, 2 to 4 ft.
Elaeagnus, in variety, 1½ to 5 ft.
Eriobotrya (*Loquat*), 2 to 6 ft.
Euonymus, in variety, 1½ to 4 ft.
Feijoa (*Pineapple Guava*), 1½ to 5 ft.
Gardenia, in variety, 1½ to 3 ft.
Ilex, in variety, including:
Cornuta and *Burfordii* (Chinese), 1½ to 4 ft.
American Type:
East Palauka, 2 to 6 ft.
Howardii, 2 to 10 ft.
Humei, 2 to 10 ft.
Opaca (conventional American), 2 to 8 ft.
All from berry-bearing stock plants.
Yaupon (*Ilex vomitoria*), 2 to 8 ft.
Jasminum floridum, *nudiflorum* and *primum*, 1½ to 4 ft.
Ligustrum:
Japonicum, 2 to 7 ft.
Lucidum, 1½ to 6 ft.
Lucidum macrophyllum, 1½ to 6 ft.
Lucidum repandens, 1½ to 6 ft.
Nandina, 1½ to 4 ft.
Osmanthus, in variety, 2 to 6 ft.
Photinia, in variety, 2 to 8 ft.
Prunus caroliniana (*Laurel Cherry*), 2 to 7 ft.
Pyracantha, in variety, 1½ to 10 ft.
Viburnum burkwoodii, 1½ to 6 ft.

SHADE TREES:

Acer:
Silver Maple, 1 to 3-in. diam.
Red Maple, 1 to 2½-in. diam.
Sugar Maple, ¾ to 2-in. diam.
Redbud, 2 to 8 ft.
Dogwood, White, 2 to 8 ft.
Dogwood, Pink, 2 to 6 ft.
Sweet Gum, 1 to 2½-in. diam.
Magnolia glauca and *grandiflora*, 2 to 12 ft.
Magnolia soulangeana, 1½ to 8 ft.
Malus (*Crab Apple*), ¾ to 2½-in. diam.
Planes (*Sycamore*), 1 to 2½-in. diam.
Poplar, *Lombardy*, 8 to 16 ft.
Oak, in variety, 1 to 3-in. diam.
Elm, in variety, 1 to 3½-in. diam.

Yes, we have a fine assortment of flowering shrubs. Ask for wholesale and lining-out rates, and send your want list for quotations. We would be happy to have you visit us and see our stock at any time. Let us know ahead of your arrival—if by plane, train or bus, we'll be glad to meet you at station or airport.

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Mail address: P. O. Box 465, BIRMINGHAM 1, ALA.

Located at: 630 Montevallo Rd., S.W.

necessary to maintain reasonably good clearance for our wires." With respect to underground installation of lines, Mr. Lockwood gave several reasons why the practice is not commoner: (1) The high cost of materials used in subsurface installations, which necessarily would be reflected in higher rates to consumers; (2) frequency of damage to underground lines from hand and machine trenching and electrolysis, and (3) the difficulty of locating trouble when it does occur in underground lines, difficulties of making repairs and the long interruption of service.

Pruning and removal work under the program formulated as a result of the survey has been started, Mr. Lockwood said. In 1955 nearly 200,000 trees were pruned and 45,000 removed. In 1956 the number pruned was increased to 235,000, while 46,000 were removed. Further increases are anticipated, particularly in new subdivision areas where many small trees have been planted close to or directly beneath overhead lines. Mr. Lockwood concluded his discussion by showing a number of color slides depicting tree conditions found under the overhead distribution system of his company.

"A Progress Report on the Use of Chemicals in Burning Hardwood

GAREE ARIZONA CYPRESS

Hardy and grafted on Biota understock. Each

2½ to 3 ft., specimens, B&B.....	\$2.50
3 to 4 ft., specimens, B&B.....	3.00
4 to 5 ft., specimens, B&B.....	3.75
5 to 6 ft., specimens, B&B.....	4.50
6 to 7 ft., specimens, B&B.....	5.50

30 or more take this 100 rate.

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LONICERA FRAGRANTISSIMA

2 to 3 ft.	\$30.00 per 100
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18 to 24 ins., B&B	\$2.25 each
2 to 3 ft., B&B	2.75 each

WHITE DOGWOOD—Heavy transplants

4 to 5 ft., B&B	2.75 each
5 to 6 ft., B&B	3.75 each

SILVER MAPLE—Transplants

1 1/4-in. cal., B.R.	1.75 each
1 1/2-in. cal., B.R.	2.50 each

Also Taxus, Hemlock, White Pine

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"Tree Stumps" was the title of a paper presented by Charles S. Walters, of the department of forestry, University of Illinois, Urbana. Explaining that his discussion was strictly in the nature of a progress report and that experiments and tests were being continued, Professor Walters told of various chemicals that had been used to facilitate the burning of stumps in pastures and in city parkways. The project was undertaken originally because of many requests for some method of stump removal less costly than digging, when the use of dynamite is not practicable and when it is not desirable to wait for the slow process of decomposition.

In these experiments, Professor Walters said, holes were drilled in the stumps four inches apart and excess moisture in the holes was removed by means of paper toweling. On the theory that potassium nitrate would supply oxygen and facilitate burning, workers placed this material, in combination with chromic acid, cupric chloride, ammonium nitrate, sodium nitrate and other chemicals in the holes. Approximately three and one-half pounds of the chemicals were used per cubic foot of wood. Dry kindling piled over the stump was used to start the fire. No conclusive results have yet been obtained, Professor Walters said, although several of the chemicals show considerable promise.

E. S. McDonough, of the department of biology, Marquette University, Milwaukee, Wis., discussed resistance of trees to decay organisms in his interesting paper, "Naturally Occurring Antimycotics in Relation to Wood Decay." Pointing out that certain species of trees — bald cypress, cedar, black locust, osage orange and others — were known to be highly resistant to wood-rotting fungi, Professor McDonough told of research efforts to ascertain what structures, substances or conditions are present in such trees that enable them to resist decay.

Resistance to Decay

Citing research projects undertaken over the past 35 years, Professor McDonough said, "The thought has developed that, in general, the resistance of heartwood and, usually, to a lesser extent, the resistance of sapwood to decay are caused by the presence of extractive substances that prevent or retard the growth of decay fungi." He told of treatments to obtain "cold and hot-water extractives" from many tree species and said it was found that "the amount of hot-water extractive pres-

MARCH 15, 1957

ent in any tree part and the ability of the part to resist decay are roughly correlated." It has been found, he said, that the crude extracts contain small quantities of phenolic materials, which are largely responsible for the ability of the extractives to prevent or retard fungus growth.

It has been observed that trees with a well-developed heartwood usually are highly resistant to decay, he said, although this is not true in all cases. He cited Douglas fir, hemlock and some oak species as having distinct heartwood, but being only intermediate in resistance to fungi. He suggested that antimycotic materials might be present in varying degrees in most, if not all, tree species.

Nearly all trees showing a good resistance to decay when living are soon subject to fungus attack when cut and placed in conditions favorable to fungus growth. In tests made of extracts from catalpa, which Professor McDonough rated as being highly resistant, it was found that the extract prevented or greatly retarded the growth not only of wood-rotting fungi, but also of *Histo plasma capsulatum* Darling, a fungus which causes a serious human disease.

One of the important results of the study of antimycotics, Professor McDonough emphasized, was that it showed the necessity of attempting to prevent decay in trees through such measures as eliminating bark-deep wounds as much as possible, giving prompt treatment to all wounds to prevent the establishment of fungi and the stimulating of new growth to cover wounds "so that the normal antimycotic relationships would be restored." As a further possible result of the studies he suggested that "we may yet see trees sold on the basis of the fact that they belong to clones or varieties that produce effective antimycotic substances."

Tree Anatomy

In his discussion of "Tree Anatomy and Function," W. H. Bragonier, of the department of botany and plant pathology, Iowa State College, Ames, briefly mentioned the aesthetic and more tangible values of trees and outlined their growth processes through cell division. Using color slides, many of which were exposed through a microscope, Dr. Bragonier described details of the structure of the different parts of a tree, including the roots, bark, phloem, xylem, pith, cambium and wood rays.

Of special interest to homeowners

JUNIPERUS CHINENSIS PFITZERIANA

Beautiful sheared specimens.

	Each	Each
	Per 100	Per 1000
18 to 24 ins., B&B	\$2.25	\$2.00
24 to 30 ins., B&B	2.75	2.50
30 to 36 ins., B&B	3.50	3.00

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Beautiful sheared specimens.

18 to 24 ins., B&B	2.25	2.00
24 to 30 ins., B&B	2.75	2.50
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3 to 4 ft., B&B	4.50	—

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	Each	Each
1 1/16-in. cal. and up,	Per 30	Per 250
4 to 5 ft.	\$0.90	\$0.85
9/16 to 11/16-in. cal., 4 ft.	.80	.75
7/16 to 9/16-in. cal., 4 ft.	.65	.60
5/16 to 7/16-in. cal., 3 to 4 ft.	.50	.45

CUT-LEAVED WEEPING BIRCH

(Betula alba laciniosa)

1000 in the 6 to 8-ft. size. Prices on request. Tell us how many you are interested in.

PLUM TREES

In the following varieties—Burbank, Italian Prune, Lombard, Reine Claude, Stanley Prune, Early Golden [New Canadian Yellow]. All sizes from 5/16 to 11/16-in. cal.

Prices on request.

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BOWMANVILLE, ONT.,
CANADA

3 specialty items

(Quality Stock)

WHITE-FLOWERING DOGWOOD

Among the best of native, spring-flowering, small trees. White, single flowers. Brilliant autumn foliage with red berries.

Each	Each	Per	Per
		10	100
2 to 3 ft., bare-root.....	\$1.00	\$0.75	
3 to 4 ft., bare-root.....	1.25	1.00	
4 to 5 ft., bare-root.....	2.25	2.00	

PINK-FLOWERING DOGWOOD

America's favorite flowering tree. Deep pink, single flowers in spring.

12 to 18 ins., bare-root..	1.00	.75
18 to 24 ins., bare-root..	1.25	1.00
24 to 30 ins., bare-root..	1.50	1.25
30 to 36 ins., bare-root..	1.75	1.50

Let us quote you larger sizes B&B with bloom buds.

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Better than carlesii. Not subject to leaf spot. Delicate pink flowers. Very fragrant.

12 to 15 ins., bare-root..	1.00	.75
15 to 18 ins., bare-root..	1.25	1.00
18 to 24 ins., bare-root..	2.00	1.50
24 to 30 ins., bare-root..	2.25	2.00

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and those practicing landscape architecture was the talk of John Randal McDonald, architect of Racine, Wis., on "Proper Integration of the Building into the Site." Stating that most houses are like "boxes within boxes," Mr. McDonald said that too often, "we pose in a house; we do not live in it." He maintained that houses should be so designed and constructed that they add to the attractiveness of their surroundings. "We should divorce ourselves from conformity," he emphasized, "and build of natural materials to live in natural conditions."

Walls and roof should be massive in appearance, he said, with "great sliding doors to open the house to the outdoors." He advised against conforming to accepted ideas of landscaping and added, "If we should eliminate all the unnecessary 'cosmetics' of a house, there would be money enough for good landscaping."

Disease Tracers

"The Use of Radioactive Isotopes in Tree Disease Research" was discussed by James E. Kuntz, of the department of plant pathology, University of Wisconsin, Madison. Using slides to illustrate his remarks, Dr. Kuntz told of the early experimental work conducted at the university in connection with tracing the spread of oak wilt disease within an affected tree. The discovery and use of radioactive isotopes have made it possible to determine much more exactly how a disease affects a tree than could be done in the past. The use of these materials is still in its infancy; the field has almost unlimited possibilities, he added.

Homer L. Jacobs, vice-president of the Davey Tree Expert Co., Kent, O., in his paper, "Brush Control—Past, Present and Future," outlined the history of the use of herbicidal materials and told of the work his company is doing with these materials. Many of its brush-control operations, he said, are performed on right of ways of public utilities. The problems involved include not only those of using the proper materials at the proper time to eradicate undesirable vegetative growth, but also those of maintaining good public relations with adjoining property owners by using herbicidal materials in such a manner that they would not cause damage to nearby farm crops or trees.

A timely paper, in view of the spread of Dutch elm disease in the midwest, was presented by J. G. Matthysse, of the department of entomology, Cornell University, Ithaca,

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Per 10 Per 100

Birch, European White	\$15.00	\$125.00
6 to 8 ft.	25.00	225.00
8 to 10 ft.	32.50	

Birch, Cut-leaved Weeping	30.00	275.00
6 to 8 ft.		

8 to 10 ft.	40.00	
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Elm, Chinese	12.50	110.00
6 to 8 ft.		
8 to 10 ft.	17.50	150.00

10 to 12 ft.	22.50	200.00
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Maple, Norway	30.00	275.00
6 to 8 ft.		

8 to 10 ft.	44.00	425.00
1 1/2 to 1 1/2-in. cal.		

8 to 10 ft.	57.50	
1 1/2 to 1 1/2-in. cal.		

10 to 12 ft.	80.00	
1 1/2 to 2-in. cal.		

Maple, Schwedler's	40.00	
6 to 8 ft.		

8 to 10 ft.	65.00	
1 1/4 to 1 1/4-in. cal.		

10 to 12 ft.	75.00	
1 1/4 to 2-in. cal.		

Maple, Silver	12.50	110.00
6 to 8 ft.		

8 to 10 ft.	20.00	175.00
10 to 12 ft.		

10 to 12 ft.	32.50	350.00
1 1/2 to 2-in. cal.		

Poplar, Lombardy	5.00	45.00
5 to 6 ft.		

6 to 8 ft.	6.50	60.00
8 to 10 ft.		

8 to 10 ft.	9.00	85.00
10 to 12 ft.		

10 to 12 ft.	13.50	
1 1/2 to 2-in. cal.		

Willow, Weeping—Thurrow, Babylonica, Golden Weeping	12.50	110.00
6 to 8 ft.	16.00	140.00

8 to 10 ft.	22.50	
10 to 12 ft.		

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MARCH 15, 1957

105

ca., N. Y. In "An Evaluation of Mist Blowing and Sanitation in Dutch Elm Disease Control Programs," Dr. Mathysse told of work that had been done in the New York area.

Using color slides to supplement his comments, Dr. Mathysse described methods of control operations and pointed out that proper applications of DDT or similar materials were effective against the elm bark beetles that serve as carriers of Dutch elm disease and also controlled many other injurious insects such as the elm leaf beetle. A good control program, he said, should include both spray applications and sanitation measures. Many new insecticidal materials are being tested, he remarked, but none has been found to date that gives more effective control of the bark beetles than DDT.

The conference was concluded with a plant clinic session conducted by a panel composed of the speakers. The next meeting of the Midwestern chapter of the National Shade Tree Conference will be held February 19 to 21, 1958, at Chicago, Ill.

UPPER PENINSULA GROUP

At the second annual Upper Peninsula Nursery and Landscape Association conference, held February 11 and 12, at the Dickinson hotel, Iron Mountain, Mich., a business meeting was held, at which the following officers were elected for one year:

Herman Berg, Berg Nursery, Iron Mountain, president; Roland Peterson, landscape gardener, Escanaba, vice-president, and Thomas Tunney, Pine Mountain Nursery, Iron Mountain, secretary-treasurer. Directors are Russell Hartley, Iron River Country Club, Iron River; John Oliver, Hilltop Nursery Sales, Escanaba; A. C. Johnson, Menominee Floral & Landscaping, Menominee; Mrs. Anthony Montero, A. Montero & Sons Landscaping, Sault Ste. Marie; Glenn Gregg, Upper Peninsula division of parks, Michigan conservation department, Marquette; Edward Coryell, Coryell Nursery, Munising, and Thomas McMeekan, forester, state highway department, Escanaba.

Varied Talks

After the welcome message from Herman Berg, 1956 president of the association. Quentin Peterson, United States soil conservation service, Iron Mountain, gave an illustrated talk on "Soil Conservation Practices of the Upper Peninsula."

Arthur Bloomer, Michigan department of agriculture, Escanaba,

NURSERY STOCK

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APPLE TREES:

7/16, 9/16, 11/16 and 1-in. cal.

Double Red Delicious
Golden Delicious
Grimes Golden
Jonathan

Winesap

Lodi
Red Rome Beauty
Stayman
Turley

PEACH TREES:

9/16, 11/16 and 1-in. cal.

Cardinal
Dixigem
Dixired

Elberta
Redhaven
Rochester

Southland

CORNUS FLORIDA RUBRA

(Pink-Flowering Dogwood)

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PLANT PROPAGATION PRACTICES, by James S. Wells. Detailed procedures for propagating selected plants. \$7.50.

Fancy, bright-colored label. Full planting instructions on back of each label. Under normal conditions, plants can be kept on the counter for two weeks without any loss. Can be held longer if watered.

PACKAGED STRAWBERRY PLANTS		STRAWBERRY PLANTS	
Price per package of 25 plants		Fresh dug for your order.	
Dunlap	\$0.55	Dunlap	\$1.50
Premier60	Premier	2.10
Robinson60	Robinson	1.80
Streamliner Everbearing75	Gem Everbearing	3.00
Superfection Everbearing75	Streamliner Everbearing	3.00
Gem Everbearing75	Superfection Everbearing	3.00

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2-yr. tops on 4-yr. transplanted root system.
Majority of trees have bloom buds.

Bare-root	Each	Each	Balled and Burlapped	Each	Each
Per 10	Per 100	Per 100	Per 10	Per 100	Per 100
30 to 36 ins.	\$1.50	\$1.00	2 to 3 ft.	\$2.25	\$2.00
3 to 4 ft.	2.25	2.00	3 to 4 ft.	2.75	2.50
4 to 5 ft.	3.75	3.50	4 to 5 ft.	4.50	4.25

Color Tags Furnished
for Each Tree

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ESTABLISHED 1900

COMMERCIAL
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Our General Line of
SMALL FRUIT PLANTS
Let us quote on your
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Bridgman, Michigan

RHUBARB PLANTS
VICTORIA—We have grown this strain for the past 40 years. We have found it to be a very good, thrifty, red market variety.
It is grown one year from cuttings which insure true stock. No seedlings. Good, two-inch divisions. Packed 100 in an orange crate. Weight about 35 pounds per 100 plants. Fine for retail trade.
Dug and ready now through spring. Place your order now and we will ship when you are ready. No parcel post.
\$12.00 per 100
50 at 100 Rate \$100.00 per 1000
500 at 1000 Rate

ROUDEBUSH GARDENS
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talked on "Plant Insects and Diseases of the Upper Peninsula."

Paul Barrett, extension specialist in land use and conservation, department of land and water conservation, Michigan State University, East Lansing, showed some beautiful color slides on "Michigan's Natural Resources."

William Edwards, of the Ilgenfritz Nurseries, Monroe, Mich., who had a nursery stock exhibit at the conference, told of "The Importance of Proper Handling and Selling of Nursery Stock." He emphasized the point that the retail salesman should take an interest in the customer and in giving the best possible service and suggestions.

"Lawns and Golf Greens" was an important topic at the conference. Prof. James Tyson, of the soils department, M. S. U., an authority on lawns and their problems, talked on this subject and answered many questions.

The Monday evening banquet was the social event of the conference. A number of the members' wives also attended. Ward Alquist, Iron Mountain, presided as toastmaster for the evening. The guest speaker was Daniel Sturt, Marquette, Upper Peninsula district extension director.

Banquet

Tuesday, February 12, Thomas McMeekan, state forester of the Michigan state highway department, Escanaba, opened the morning session with a talk on the "Highway Roadside Program." Mr. McMeekan explained that it is the forest department's job to construct and maintain the roadside parks and picnic table areas, to sod or plant embankments, clear brush or trees along the highways where necessary and plant native materials as much as possible where needed.

"Bank Loan Problems in Small Towns and Rural Areas" was a timely and interesting talk given by Herbert Corey, president of the Bank of Stephenson. Mr. Corey asserted that banks want to be of service to their communities, as they depend on the progress of the communities in which they serve. The length of time for which a loan is made depends on its purpose. Some loans are short-term and others are up to 5 or 10-year loans. Mr. Corey considered farm, land and small business loans in his area as good risks on the average.

Christmas Tree Growing

Increasing northern Michigan interest in Christmas tree growing was reflected in the talk, "Varieties,

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Planting and Care of Christmas Trees, by Roy Skog, Marquette, extension forester, M. S. U. Mr. Skog said that balsam fir and Scotch pine are the preferred Christmas trees on the market in the lower Michigan area. There is also some demand for white spruce, black spruce, Norway spruce and red pine. Douglas fir is coming to the front, although the firs are more difficult to transplant and prune. Mr. Skog stated that there is a possibility of overplanting Scotch pines and if they cannot be used for Christmas trees they are not of much value for pulp or timber. Planting and selling of Christmas trees is not a get-rich-quick venture, as it takes from eight to 12 years to develop a tree after planting, and it requires considerable care and money to grow and market the trees. Christmas trees, however, can be planted on the poorer or rougher soils and make a good soil conservation crop and wild game refuge.

Frank Molinare, Iron Mountain, Dickinson county agricultural agent, climaxed the speakers' program with a talk and discussion on "Chemical Weed Killers."

It was decided at the business meeting to hold the 1958 annual meeting at Escanaba, in February. The officers will decide where to hold a summer meeting in July or August.

Herman Berg, Pres.

TEXAS CAMELLIA GROWER

Avril Smith, owner and operator of the Pines Nursery, east of Marshall, Tex., on Highway 80, was the subject of a feature article in a recent edition of the Marshall News-Messenger. Being a specialist on camellias, Mr. Smith is reported to have every known variety that will thrive in east Texas. He has devoted 25 years to the study and development of hardy and handsome strains of camellias that withstand the varying winters. Many successful varieties he has developed have been grafted to sturdy older sasanqua roots.

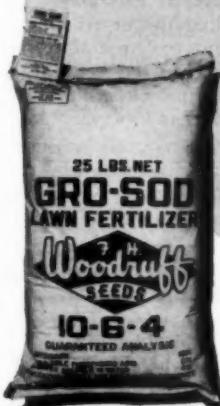
Mr. Smith has traveled extensively over adjoining states to see unusual varieties and obtain buds for propagation. The Fleur Peche is one of the varieties being grown. In addition to his camellia work, Mr. Smith has a large stock of azaleas and operates a new garden center.

LITTLETON NURSERY was started last fall at Hahira, Ga., by Mr. and Mrs. William Littleton. Stock is being planted on two acres for retail sales.

Turf-Maker and Milford Green custom blended lawn seed mixtures . . . blended to suit the soil and climate where they're sold . . . in bright foil boxes for seed protection and sales impelling display. Used to grow some of the finest lawns in the country.



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build "FULL PROFIT"
sales
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Gro-Sod lawn food . . . 10-6-4 formulation specifically designed for lawns only. 50% of the nitrogen is organic to feed over a longer period.



Ask your Woodruff salesman or write us direct for complete information on how F. H. Woodruff helps its selected dealers get "full profit" sales.

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Our Golden Isle Irrigated Turf Stock, grown on rich bottom land is clean and vigorous. Low prices per square yard enable you to make acreage plantings or sell in volume to retail trade.

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SHRUBS AND VINES FOR AMERICAN GARDENS, by Donald Wyman. Planting guide for florists and nurserymen. \$8.00. American Nurseryman Chicago 4, Ill.



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ELMER J. MERZ, Executive Secretary

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INLAND EMPIRE CHAPTER

Padua Hills restaurant, north of Claremont, was the spot chosen by the Inland Empire chapter of the California Association of Nurserymen for its February dinner and St. Valentine's day party. Dinner was served promptly at 7 o'clock to permit those serving to entertain in their native costumes with Mexican songs and dances.

Seventy-five members and guests heard Millard Sheets, noted artist and architectural designer, speak on "The Integration of Planting with Architecture." Mr. Sheets is director of the Los Angeles County Art Institute. In his provocative discussion, he stated that Americans have become aware of a need to merge art with industry and that evidence of good design is becoming more apparent in all forms of business and industry. Applying this need to the area of nurserymen and landscape architects, Mr. Sheets pointed out the possibilities of good design which arise when the planter and the architect work together on the problems of landscaping a particular building. He cited integrated planning in Japan, where even the modest home seems to have grown amid the plants and trees about it.

Maury Pears, chapter president, also introduced David Underwood, architectural designer, associated with Mr. Sheets.

D. C.

KERN COUNTY CHAPTER

A regular meeting of the Kern County chapter, California Association of Nurserymen, was held February 12 at the Rancho Bakersfield restaurant, Bakersfield. Guests present were David Cunningham, president of the C. A. N.; Willis Stribling, C. A. N. vice-president; Mr. and Mrs. Harold Martin, Del Rancho Fortuna, McFarland, and Mr. and Mrs. Fred House, Hacienda Citrus, Fallbrook.

The meeting was called to order by the chapter president, Joseph Ono, Evergreen Nursery, Bakersfield. The minutes of the January meeting were approved. The treasurer, Ruth Hahn, Eley's Gardens, Bakersfield, gave her report.

It was announced that the Camel-

lia Society of Bakersfield will hold its annual camellia show March 16 and 17. Several nurseries in the Kern County chapter plan to have exhibits there.

Introduced as the first speaker of the evening, Willis Stribling told of the need for an assistant for Elmer Merz, C. A. N. executive secretary, and announced that Orange County chapter, now forming, may soon join the 15 present chapters of the organization. It is hoped that a total membership of 1,000 can be recorded by the time the state directors meet in March at Fresno.

Mr. Stribling also urged the members to attend the annual refresher course, which will be held in June at the California State Polytechnic College, San Luis Obispo.

David Cunningham, noting the upward trend in wholesale prices, asserted that the nursery business as a whole does not enjoy a reasonable

margin of profit. He stated that the biggest headache in the industry is the lack of control in production. The meeting adjourned at the conclusion of Mr. Cunningham's talk. Melva Davis, Sec'y.

TRI-CHAPTER MEETING

The Superior chapter, California Association of Nurserymen, held a regular meeting recently with the Redwood Empire and Central chapters. This tri-chapter meeting was hosted by the Central chapter at Terry's restaurant, Vallejo.

Elmer Merz, C. A. N. executive secretary, and his wife were guests of the chapters, as were Wray Hilbrant, of the state bureau of nursery service, and his wife; Superintendent Mann of the Oakland park department, his wife and son, and Arthur Cox.

The speaker was Dugald Gillies, a member of the state senate committee on business and professional licenses. In his talk on nursery licensing, he covered many factors which determine state licensing regulations for any business or profession. He emphasized that the state's chief concern is its citizens' health rather than their pocketbooks, so that the



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We'll be pleased and proud to be sending you our new list of "TOPS IN ROSES"
when it is ready this spring.



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state, in its licensing capacity, can act against unscrupulous or ignorant nurserymen only when they endanger the health of their customers.

A scholarship of \$100 was awarded by the Central chapter to a student at California Polytechnic College, San Luis Obispo, for his outstanding scholastic and practical work in horticulture during the past year.

The tri-chapter meeting afforded an opportunity for nurserymen working under a wider variety of conditions to compare their problems and achievements.

Jack A. Wick, Sec'y.

SAN JOAQUIN CHAPTER

At a regular meeting of the San Joaquin chapter of the California Association of Nurserymen, held January 17 at the Yturri hotel, Fresno, Syd Whitehorn, C. A. N. controller, presented an interesting program that surveyed a retail nurseryman's fixed costs of doing business.

Andy Caglia, Andy's Nursery, Fresno; G. C. Oliver, Oliver's Nursery, Fresno, and Watt Keister were appointed by President Robert Moffet, A. J. Moffet & Sons, Gustine, to nominate candidates for vice-president to fill the unexpired term of

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CAMELLIAS ROSES
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(Northern California Grown Roses)
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Mr. Keister, who is being transferred to the Los Angeles office of Germain's, Inc. One of these candidates will be elected vice-president at the next regular meeting of the chapter, to be held at the Joaquin Club, Merced. M. E. Gardner, Sec'y.

SARATOGA AWARDS

At the annual meeting of the California Horticultural Society February 4 two awards of merit were granted to the Saratoga Horticultural

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Early McIntosh, E.M., IV, 1-yr., br.
Red McIntosh, E.M., IV, 1-yr., br.
5/16-in. cal., 90c each
7/16-in. cal., \$1.00 each.

Quality Stock**CONIFERS AND BROAD-LEAVED EVERGREENS****SHADE AND FLOWERING TREES****FRUIT TREE SEEDLINGS****FRUIT TREES****DECIDUOUS SHRUBS****VINES AND BULBS****PORTLAND ROSES****NURSERY SUPPLIES****Write for our Catalog**

Ash, Green, 6 to 8 ft., 5 to 6 ft., 4 to 5 ft.
Birch, Cut-leaved Weeping, 9 to 10 ft., 8 to 9 ft., 4 to 5 ft.
Birch, Clump, 7 to 8 ft., 6 to 7 ft., 2 to 3 ft.
Birch, European White, 10 to 12 ft., 6 to 8 ft., 5 to 6 ft.
Box Elder, Green, all sizes.
Elm, American, all sizes.
Elm, Chinese, 10 to 12 ft., 8 to 10 ft., 4 to 5 ft.
Hawthorn, Paul's Scarlet, branched, 5 to 6 ft., 4 to 5 ft., 3 to 4 ft.
Hawthorn, Paul's Scarlet, whips, 6 to 7 ft., 5 to 6 ft.
Locust, Black, 8 to 10 ft., 6 to 8 ft.
Locust, Globe, No. 1.
Maple, Faassen's Black, whips, all sizes.
Maple, Silver, 6 to 8 ft., 5 to 6 ft., 4 to 5 ft.

Maple, Silver Var., br., 6 to 8 ft., 4 to 5 ft.
Maple, Silver Var., whips, all sizes.
Maple, Schwedler, br., 10 to 12 ft., 8 to 10 ft., 6 to 8 ft., 5 to 6 ft.
Maple, Schwedler, whips, all sizes.
Mulberry, Fruiting, 8 to 10 ft., 6 to 8 ft., 5 to 6 ft.
Plane Tree, European, 8 to 10 ft., 4 to 5 ft.
Plum, Flowering, Pissardi, 6 to 7 ft., 5 to 6 ft., 4 to 5 ft.
Redbud, 4 to 5 ft., 3 to 4 ft.
Sweet Gum, 5 to 6 ft., 4 to 5 ft., 3 to 4 ft.
Tulip Tree, 10 to 12 ft., 8 to 10 ft.
Willow, Babylonica, 8 to 10 ft., 6 to 8 ft., 5 to 6 ft., 4 to 5 ft.
Willow, Golden, 8 to 10 ft., 6 to 8 ft., 5 to 6 ft., 4 to 5 ft., 3 to 4 ft.

Grafting season is here. Let us fill your supply needs.

Distributors of:

Goodrich rubber bud strips, write for prices.
Permacell cloth grafting tape, 1/2-in. width
1 to 5 rolls, 80c each
5 to 50 rolls, 75c each
Full case of 96 rolls, 68c each

Treheal pruning and grafting paint
1 pt., 30c each; per case of 36, \$9.36
1 qt., 45c each; per case of 12, \$4.80
1 gal., \$1.00 each; per case of 6, \$5.58

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**ORNAMENTAL WOODY PLANTS
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tural Foundation for new plant introductions in 1956. These were for Ceanothus griseus Louis Edmunds and Arctostaphylos densiflora Howard McMinn.

Ceanothus griseus Louis Edmunds is a selected form of one of the so-called native California wild lilacs. It is a handsome evergreen shrub four to six feet tall and eight to 12 feet wide. Clothed with luxuriant, dark green, glossy leaves, it bears profuse, compact clusters of sea-blue flowers in April and May. This shrub prefers full sun and requires little water or care. It is named for Louis L. Edmunds, native plant specialist of Danville, Calif.

Arctostaphylos densiflora Howard McMinn is a low, spreading manzanita about two feet high and six to eight feet wide. The slender, crooked stems have smooth reddish-purple bark. Rose-pink, urn-shaped flowers are produced in abundant dense panicles in March and April. This shrub is suitable for bank cover planting where the exposure is to the east or north. This clone is named for Howard E. McMinn, professor of botany at Mills College.

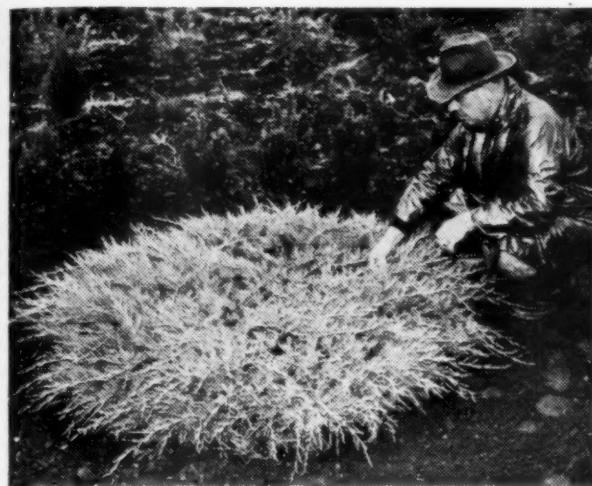
ARMSTRONG RESEARCH

The research and hybridization department of Armstrong Nurseries, Ontario, Calif., has proved to be one of the firm's most successful ventures, bringing the firm national and international recognition.

Established in 1930 by the present vice-president and general manager of the organization, J. Awdry Armstrong, the department is now being directed by David L. Armstrong, a son. Outstanding work has been done in rose breeding, including the development of such well-known varieties as Charlotte Armstrong, Helen Traubel and Mojave, all of which have received the All-America Rose Selections award. Armstrong roses have likewise won high honors in rose trials in Great Britain, Switzerland, France and Italy.

Also productive in the fruit field, the Armstrong research program has developed varieties particularly well suited to California growing condition. Robin, Redwing and Springtime peaches are examples of these. Showing promise of a bright commercial future are later introductions, Silver Lode and Panamint nectarines.

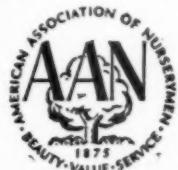
Three new fruits, developed in recent research, have been announced by the firm. The first, Valigold peach, is a yellow-fleshed variety ripening with July Alberta. Well-flavored, the fruit is consistently



SIX-YEAR-OLD PLANT

Plants from 3-in. pots	Each \$0.95
Plants from 1-gal. containers, sheared twice,	
10 to 12 ins.	1.50
12 to 15 ins.	1.75

15 to 18 ins., B&B	Each \$2.50
18 to 24 ins., B&B	3.00
24 to 30 ins., B&B	3.50
Juniperus pfitzeriana	{ Large, compact, field-grown
Juniperus sabina (Savin)	{ plants, \$3.00 each if you dig them.



large, often measuring three inches in diameter. Its golden-yellow skin blushes red where exposed to the sun. The tree requires less severe chilling than does July Elberta.

The Palomar nectarine is also a dependable variety for mild-wintered areas, as it requires only a short chilling period for its late ripening in early or mid-August. The fruit, with a 2½ to 2½-inch diameter, is a rich, deep orange which blushes dark red. Readily separating from the pit, the yellow flesh is juicy, sweet and full-flavored.

A rich apricot-orange skin color with a bright red blush distinguishes Nugget apricot, a large-fruited variety ripening approximately 10 days before Royal. The juicy, mild-flavored flesh is a deep orange and frees easily from the pit.

OREGON DIRECTORS' MEET

A busy session of the board of directors of the Oregon Association of Nurserymen was held the evening of February 14 at the Portland Wholesale Nursery Co., with President Paul Van Allen in charge of the meeting.

A final report on the recent winter meeting of the O. A. N. showed that a profit had been made, and the con-

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Fruit Tree Seedlings

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Specialties

Moraine Locust (Pat. No. 836)

Crimson Beauty Flowering Quince
(Our own introduction)

Combination carlots for eastern distributing points during shipping season.

vention was successful in every other way. Joe Klupenger, chairman of the Multnomah spring flower show committee, said that everything is in readiness for the big event May 1 to 5. The nurserymen and florists will meet soon for some final planning.

Considerable discussion concerned the work soon to be done on establishing a chapter system in the state for the O. A. N. Mr. Nuffer, chapter organization committee chairman, said that the following men were to

WHITE'S SILVER KING JUNIPER

(Plant Patent No. 1186)

The White's Silver King Juniper is a new dwarf evergreen that attains a height of 18 inches. It has a beautiful silver-blue color, retaining a good color both summer and winter.

With trailing, spreading branches well filled with foliage, it will, with a little shearing, form a dense mass.

The hardiness of the White's Silver King Juniper was proved during the disastrous freeze of November, 1955. Of the five spreading junipers I raised, the Silver King was the only one that did not freeze and show signs of damage.

15 to 18 ins., B&B	Each \$2.50
18 to 24 ins., B&B	3.00
24 to 30 ins., B&B	3.50

Juniperus pfitzeriana { Large, compact, field-grown
Juniperus sabina (Savin) { plants, \$3.00 each if you dig them.

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also Shade and Flowering Trees**

French Apple Seedlings,
Str. and Br.
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French Pear Seedlings
Mahaleb Cherry Seedlings
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American Plum Seedlings
Angers Rooted Quince
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head organizing committees in the areas listed: Vernon Marshall—Medford, Ore.; Reed Vollstedt—Eugene; Wayne Weeks—Salem; Ivan Arneson—Oregon City and Milwaukie; Wayne Melott—West Portland; Robert Snodgrass—East Portland, and J. Frank Schmidt, Jr., Mount Hood.

New members received into the O. A. N. were the Rhododendron Nursery, Burnacci Nursery, Nick Meter Nursery, Max Kopplien, Nordgards of Portland, Bussman's Seed Store, Henny Camellias & Azaleas, Robert C. Myers, Rhodoland Nursery & Garden and Don Schmidt Nursery. W. J. (Bill) Smart, Shenandoah Nurseries, Shenandoah, Ia., was elected an associate member.

The association plans to be active in the months ahead in helping to establish a North Willamette valley experiment station. C. H. P.

OREGON NOTES

Paul Van Allen, Portland Wholesale Nursery Co., has been appointed by Mayor Terry F. Schrunk of Portland as a member of the arboretum advisory committee, representing the Men's Garden Club of America. The committee will look into the advisability of working more closely with the Hoyt Arboretum at Portland.

The February 10 issue of the Northwest Living magazine of the Oregon Journal carried an item in Bob Boehmer's column concerning "Beneath the Greenhouse Roof," authored by Charles H. Potter, executive secretary of the O. A. N.

The farm, home and garden magazine section of the Oregonian February 10 carried an illustration showing Harley Mays, Mays Landscape Nursery, Vancouver, Wash., president of the landscape gardeners' group in the Portland area, as he presented an honorary life membership to Max Horand. C. H. P.

GROUP HONORS HOLMASON

John Holmason, proprietor of the Pacific Coast Nursery, Portland, Ore., was recently made an honorary member of the Oregon Association of Nurserymen, in recognition of a lifetime of service devoted to the nursery industry.

According to a biographical sketch printed in the O. A. N. Digger, the official publication of the Oregon association, Mr. Holmason was born 77 years ago at Arad, Romania, and came to America in 1906, where he worked in West Virginia

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coal mines for a year. He was then able to send for his wife and three children and to move to Oregon. In 1908 he was employed by the Oregon Nursery Co., at Orenco.

"He made extra money growing strawberries," the Digger article continues, "and in 1914 he started his fruit seedling nursery business with a planting of five pounds of apple seeds. The seedling business prospered during the first world war . . . seedlings went up to \$100 per 1,000, and John hauled in loads worth \$10,000 on a model-T Ford.

"With prosperity came misfortune, and in 1921 John's wife and mother of six children lost her life when their home was destroyed by fire.

In 1923, John married Lida Downing, then a widow with four children. This gave them a combined family of 10 children, and many were their problems during the lean years of the late 20's and early 30's. But John would never forsake the nursery business, and in the early 40's it began to improve. Since then, John's firm, the Pacific Coast Nursery, has grown and prospered each year.

"For this success John first of all thanks the good Lord, then his loyal wife, and next his capable sons, Martin and John, Jr., who now manage the business."

THEODORE IMUS, a contractor, of Carson City, Nev., recently purchased the Carson Nursery & Supply Co. from Mrs. John Chatten.

PURCHASED from Weldon and Joyce Brown, the Felton Nursery & Pet Shop, Felton, Calif., is now owned by Elaine Shannon and Patricia Hiskey.

GEORGE M. KLEIN has started a nursery with evergreen liners at East 216 South Sixth street, Grangeville, Ida., anticipating retail sales. He formerly operated the Moscow Nursery & Greenhouse at Moscow, Ida.

TOICHI DOMOTO recently donated 50 specimen tree peonies from his nursery at Hayward, Calif., to Children's Fairyland, Oakland, Calif. The gift was made in memory of Mr. Domoto's father, Thomas, a pioneer nurseryman at Oakland.

OPERATION of Eisley Nursery, Auburn, Calif., with his sons, Earl and Harvey, will occupy the full time of Henry Eisley, recently retired from the Auburn post office after 34½ years of service. He has operated the nursery on a part-time basis for the past 26 years.

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FRUIT TREE SEEDLINGS
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Constant Vigilance Results
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DOERFLERS have five solid acres of True Dwarf Buxus and Buxus Semperfervens, perfectly sheared to globe, pyramid and column, up to 7 ft.

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Instructions for the April 1 issue must be received by Friday, March 8.

Forms for April 15 issue will close Friday, March 29.

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SELECTION.

Available in limited quantities for spring
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GABLE VARIETIES: Cameo, Carol, Elizabeth Gable, Herbert, Lorna, Louise Gable, Mary Ann, Mary F. Hawkins, Purple Splendor, Rosebud, Rose Greely.

KURUME AND USDA VARIETIES: Addy Wery, Eureka, Good Times, H. H. Hume, Double Hino, Hino-Crimson, Majestic Pink, Mrs. L. C. Fischer, Rose Bannister.

GLENN'S LITTLE HYBRIDS: 40 varieties, selected for hardiness and outstanding merit, including Copperman, Crinoline, Dayspring, Fairy Bells, Glamour, Red Bird, Treasure, Wavelet and many others.

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P. O. Box 141 Red Bank, N. J.

STURDY STOCK,
WELL-ROOTED TRANSPLANTS
Azalea hinodegiri.
\$15.00 per 100, \$125.00 per 1000,
\$1,100.00 per 10,000.

Finished field-grown Azaleas for landscape use.

Kaempferi and other varieties, such as Betty, Mauve, Flame, Purple King, Mary, H. M. Care, arnoldiana, indica alba, Hino-mayo, amoena.

Each, 10 100
12 to 15 ins., B&B \$2.00 \$1.75
15 to 18 ins., B&B 2.75 2.25
18 to 24 ins., B&B 3.50 2.75
24 to 30 ins., B&B 4.50 3.75

Priced F.O.B. our nursery.
Packing and shipping extra.

DEKALB NURSERIES, INC.
P. O. Box 67 Norristown, Pa.
Phone BROADWAY 5-1597

AZALEAS, ROOTED CUTTINGS
\$6.00 per 100, \$60.00 per 1000.

Hinodegiri, Hino-Crimson, Coral Bells, Corsage, Fedora, Christmas Cheer, Montrose, Flame, Addy Wery, Mayfair, Showwood Orchid, Sherwood Red, Rosebud, ledifolia alba, Salmon Beauty, Royal, Boudoir, Pink Pearl, amoena, Red Progress, Snow.

WIGMORE'S NURSERIES,
Norman Ave., Riverside Park, Riverside, N. J.
Phone Belmont 6-2210

AZALEAS
Thousands of fine quality, field-grown Azaleas, ready for spring delivery. Dense, bushy, heavily budded plants of all sizes up to 3 ft. 200 varieties of kurume, Glenn Dale, Gable, Kaempferi and many others. Extra nice plants priced right. Write for our trade list or visit our nursery.

ELDRIDGE'S NURSERY
717 Hillen Road Towson 4, Md.
Phone Valley 3-5824

AZALEAS

Hardy kurumes: Hinodegiri, Coral Bells, Snow, May Glory and Hexe. Bed-grown, irrigated, compact. Jap. beetle treated. Write for prices and information.

C. F. DALEY & SON, TASLEY, VA.

(Just off U. S. 13.)

AZALEA LINERS

DELIVERY SPRING, 1957.

Hinodegiri, in flats,
Coral Bells, in flats,
Delaware Valley White, in flats,
50 plants to the flat.
\$14.00 per 100, \$125.00 per 1000.

DELAWARE VALLEY NURSERY
948 N. Broad St. Elizabeth 3, N. J.

AZALEAS

Choice plants, bed-grown, irrigated, compact and well shaped. The growing of fine Azaleas is our business, not a sideline. Send for our list today.

BROADLEAF GARDENS

Route 13 Phone Onancock 528 Onley, Va.

AZALEAS, LINERS AND SPECIMENS

Large assortment of kurume, Glenn Dale and other evergreen Azaleas and Broadleaf Evergreen liners for spring.

Also some specimen stock left unsold in Hinodegiri, Snow, etc. Send for new spring list.

THE TANKARD NURSERIES, Exmore, Va.

AZALEAS FOR FORCING AND LANDSCAPE PLANTING

Write for list of varieties, sizes and prices.

R. D. 3 LEVICK NURSERY CO. Bridgeton, N. J.

Field-grown Azaleas, hinodegiri, Hino-Crimson, Hexe, Coral Bells. Thousands of all sizes.

Davis Pine Point Nursery, Wachapreague, Va.

BARBERS

RED-LEAVED BARBERRY (Atropurpurea) 2-yr. seedlings.

	Per 100 Per 1000
Lining-out	\$4.50 \$40.00
9 to 12 ins., branched	8.00 80.00
12 to 15 ins., branched	9.00 90.00
12 to 18 ins., branched	12.00 110.00
18 to 24 ins., branched	16.00 140.00

RED-LEAVED BARBERRY (Atropurpurea) 4-yr. transplants

	Per 100 Per 1000
Heavy stock	\$24.00 \$200.00
9 to 12 ins.	28.00 240.00
12 to 18 ins.	32.00 280.00

GREEN BARBERRY (Thunbergi) 4-yr. transplants.

	Per 100 Per 1000
9 to 12 ins.	\$20.00 \$160.00

DANECKER'S HI-WAY NURSERY Box 336 Milford, Del.

RED-LEAVED BARBERRY (Berberis atropurpurea)

2-yr. seedlings, 1 branch up.

	Per 100 Per 1000
17,000 6 to 9 ins.	\$4.50 \$35.00

33,000 9 to 12 ins. 5.00 40.00

PETER BROUWER'S NURSERIES 24 Lester St. New London, Conn.

BERBERIS THUNBERGI

Atropurpurea, 18 to 24 ins. .35c

Green, 18 to 24 ins. .30c

HEAVY 4-yr. stock.

THEODORE KLEIN NURSERIES Crestwood, Ky.

BERRY PLANTS

ORDER NOW

NEW BURGUNDY RASPBERRY, transplants and 1-yr. tips.

Black Raspberry, transplants and 1-yr. tips:

Dundee, Logan, Cumberland, Bristol and Shuttleworth.

Red Raspberry, transplants and 3/16-in. and

up; Chief, Newburgh, Sunrise and Taylor.

Purple Raspberry, transplants and 1-yr. tips;

Sodus and Webster.

GRAPE VINES

Concord, Caco, Catawba, Niagara, Fredonia, 2-yr. No. 1.

Concord, Caco, Catawba, Niagara, Portland, Sheridan, Fredonia, Delaware, 1-yr. No. 1.

Write for price list.

LORETTO BROS. FRUIT & NURSERY FARMS

Box 57 North Collins, N. Y.

RASPBERRIES

Latham, red.

Indian Summer, red; everbearing

Write for special quotations.

CHAMPION NURSERIES

Perry, O.

BERRY PLANTS

No. 1 trans. suckers
No. 1 per 1000 per 1000

RED RASPBERRIES Chief, Sunrise \$67.50 \$57.50

Latham, Newburgh, Taylor 72.50 62.50

Indian Summer, Williamette, Durham 77.50 67.50

Lauretta 95.00 85.00

BLACK RASPBERRIES Cumberland, Bristol 97.50 87.50

PURPLE RASPBERRY Sodus 115.00 52.50

DEWBERRY Lucretia 57.50 42.50

GOOSEBERRIES Downing, 2-yr. No. 1 30c each

Red Jacket, 2-yr., medium 30c each

List of other offerings upon request.

CONGDON'S WHOLESALE NURSERY North Collins, N. Y.

VIRUS-FREE STRAWBERRY PLANTS

Grown under Missouri's supervised virus-free program. A virus-free certificate accompanies each order, plus the regular certificate.

All varieties are virus-free, except two everbearing varieties.

Blakemore and Robinson, \$8.00 per 1000;

Armore, Catskill, Dunlap, Premier, Sparkle (Paymaster) and Tenn. Beauty, \$10.00 per 1000. Gem Everbearer and Dixieland, \$12.00 per 1000; Streamliner Everbearer, \$14.00 per 1000. Good quality plants, well-tied, 25 per bunch. Not postpaid.

NEFF STRAWBERRY FARM Goodman, Mo.

TREE-TYPE EVERBEARING BLACKBERRY

Tremendous ability to grow and produce.

Steadily increasing in popularity. Fine juicy berries after others dry up. Production per plant almost unbelievable. (Retail, \$1.00 each, \$9.00 per doz.) Special wholesale price:

Strong plants, \$120.00 per 1000. Limited supply.

PLANT RESEARCH (Paul Rubrecht)

R. 4, Box 814 Springfield, Mo.

ROYAL SEEDLESS GRAPE

(Former new Great Northern seedless blue grape.) Nearly as large as Concord, but much sweeter, harder and heavier bearing.

Just as vigorous and healthy. Ripens with Moore's Early, 15 years under test. As hardy as Beta, 2-yr. No. 1 for \$6.00 cash. Plants

that did replaced free if reported by August 1.

SCHWAB FRUIT FARM & NURSERY 220 N. 5th St. Mankato, Minn.

SCHWAB GOOSEBERRIES, large as Plums.

New seedling (world's largest Gooseberry). Berries often 1 1/2-in. in dia.; highest quality.

Very productive, very sweet. Wholesale, 1-yr. heavy, \$4.50 per 10; 2-yr. light

\$6.00 per 10; 3-yr. bearing size, 17.50 per 10. 5 per cent discount for early, free baling. Plants

that did replaced at half price.

SCHWAB FRUIT FARM & NURSERY 220 N. 5th St. Mankato, Minn.

Strawberry plants, double inspected, north

grown: Dunlap, Blakemore, Gland, Rob

inson, Premier, Armore, 1000, \$8.00; 5000

up, \$7.50 per 1000. Giant Gem, Streamline

Superfection everbearing, 1000, \$16.00; 5000

up, \$15.00 per 1000. These are young,

healthy, moss-packed plants grown from

virus-free stock, guaranteed to reach you in

good growing condition.

Iowa Nursery, Farmington, Ia.

STRAWBERRY and RASPBERRY PLANTS

Large, well-rooted plants, grown under irrigation; true to name, free of disease and insects. Superfection, Gem, Dorsett, \$12.00

per 1000; Streamliner and Radiance, \$16.00.

No. 1 Raspberry plants, Latham and

Newburg, \$50.00 per 1000.

McNEAL BERRY NURSERY Hamilton, Mont.

STRAWBERRY PLANTS Certified

Blakemore, Mastodon, Everbearing, Tennessee Beauty, Tennessee Shipper, \$6.00 per 1000.

OTIS PACK & SONS NURSERY McMinnville, Tenn.

STATE INSPECTED STRAWBERRIES Gem, \$10.50 per 1000; Dunlap, \$7.50 per 1000; Robinson, \$7.50 per 1000; Premier, Fairland, Temple, Early or Red June, \$8.50 per 1000. Cash with order. F.O.B.

ROLLING ACRES 14600 Riley St., R. 4 Holland, Mich.

XUM

MARCH 15, 1957

115

STRAWBERRY PLANTS, WELL-ROOTED
Double inspected, irrigated. Per 1000
Dunlap \$7.50
Blakemore 8.00
Robinson 9.00
Armore 10.00
Premier 11.00
Everbearing, Superfection and Gem 16.00
DOLLAR NURSERY, BLOOMFIELD, IA.

RASPBERRY PLANTS

The new Dunham Everbearing red Raspberry, also Gatineau (very early) and September Everbearing.

Strawberry plants, 40 varieties.
Write for wholesale price list.
WALTER K. MORSS & SON
Bradford, Mass.

EVERBEARING STRAWBERRY PLANTS
Streamliner and Superfection, \$15.00 per 1000; Gem, \$14.00; 20th Century, \$30.00.
Latham Raspberry plants, \$45.00. Send for prices in large amounts.

Plants guaranteed true to name, all large, healthy, first-year plants.

DAVIS PLANT FARM, HAMILTON, MONT.

STRAWBERRY PLANTS
Blakemore, Missionary, Florida 90, Klondyke and Webster, \$2.00 per 1000; Tennessee Beauty, Tennessee Shiner, Dixieland and Premier, \$10.00 per 1000; Pocahontas, \$12.50 per 1000; Virus-free foundation stock.

MULLINS PLANT FARMS

410 Brookfield Ave., Chattanooga, Tenn.

STRAWBERRY PLANTS
Vigorous, northern-grown, double inspected. Senator Dunlap \$8.00 per 1000
Gem, everbearing 14.00 per 1000
Superfection, everbearing 16.00 per 1000

PELLETT GARDENS, ATLANTIC, IA.

BULBS AND TUBERS

QUALITY GLADIOLI BY THE MILLIONS

For jobbers and wholesalers.

Mark M. Sumida Bulb Farms will prepay freight charges to Chicago, Ill., or Trenton, N.J., on all orders amounting to \$100.00 or more placed before March 15, 1957. All you have to pay are express charges from Chicago or Trenton.

Priced per 1000.

	1	2	3	4	5	6	pk.	bu.
Variety Nos. 1	\$17	\$17	\$9	\$6	\$4	\$35		
Aristocrat			9	6	4		30	
Bridal Orchid			9	6	4		30	
Burma			9	6	4		30	
Chamouny			9	6	4		35	
C.D. Fortnam			9	6	4		50	
Circe			9	6	4		50	
Dieppie			9	6	4		35	
D. Varden			9	6	4		50	
E. the Queen			17	17	17		25	
Elder's Rose			18	10	8		35	
F.Nightingale			17	17	17		25	
Francesca		\$20	15	12	9	\$35		
Friendship			9	6	4		35	
Goldie			25	20	15	12	35	
H. Hopkins			17	9	6	4	35	
Hrt's Desire			18	10	8		35	
June Bells			18	10	8		30	
King David			18	10	6		50	
Leif Ericson			20	12	9		50	
M. Fischer		24	20	16	12	9		
Ost. Sunshine			18	10	6		35	
Patrol			18	10	6		35	
Prof.								
Goudriaan	30	25	20	16	10			
Pur. Burma	50	40	25	20	18		30	100
Poinsettia	20	20	12	9				
Red Charm			17	9				
Sousi Souci			18	10			11	
Sierra Snow	24	20	12	8	5		75	
Spic & Span	22	17	9	6			35	
Spotlight			18	10				
Sw. Sixteen			18	10	6		50	
Salman's Sensation			25	20	16			
The Rajah			18	10	6		50	
Tyrone			32	25	20	13	10	45
Valeria			18	10	8		50	
Wedgewood			18	9	6		35	
Wm. Godfrey			18	9	6		35	
Jumbo bulbs of Eliz. the Queen, \$25.00; Valeria, \$26.00 per 1000.								
Priced per 100.								
Nos. 1	2	3	4					
Campagne		\$14.00	\$11.00	\$8.00				
Harrisburger		4.00	3.50	3.00				
Pink Chiffon		3.00	2.50	2.00				
Prospector		5.50	4.50	2.50				
Recompense		\$5.00	4.00	3.00	2.50			
Snowclad		5.00	4.00	3.00	2.50			
Traveler		5.00	4.00	3.00	2.50			

Prices quoted are F.O.B. Ontario, Ore. All stock offered subject to prior sale.

Terms: Net cash with order, or 25 per cent deposit, balance C.O.D.

Phone Midway 9-3761, Payette, Idaho.

MARK M. SUMIDA BULB FARMS
Route 2 Ontario, Ore.

SELECTED A-1 DAHLIA DIVISIONS
Arthur Godfrey \$0.21 N. Y. Market \$0.09
H'ts V. Wonder 15 Ogden Reid 10
James K. 9 Red 10
Marg. W. Wilson99 Rose 10
Milton J. Cross 11 Son of Satan 12
Mrs. J. Albin98 The Real Glory 21
Negus 22 Yellow 10
Free list. Less than 5 each, add 5¢ per bulb.

BRAZIL DAHLIA FARM,
608 S. Meridian St. Indianapolis 27, Ind.

GLADIOLI, GROWN ON OUR FARM
Very nice, healthy bulbs, selected for counter sale, in the following 10 varieties.
Alfred Nobel, deep rose, white blotch
Benjamin Britten, deep lavender, purple
Han Van Meegeren, dark yellow
Harry Hopkins, dark red
Jo Wagenaar, carmine-red, velvet shaded
Memorial Day, light purple with white stripe
Morning Kiss, tall white
Salman's Glory, creamy white with red blotch
Silhouette, smoky.

Total 1000 bulbs, 100 each of 10 varieties, selected, packed. Large pictures of each variety, size 7 to 14-in., supplied free. Order now for spring shipment and we will hold the order for you.

PER COLLECTION

Jumbo size, 2-in. up \$35.00
Extra No. 1 size, 1½ to 2-in. 32.50
No. 1 size, 1½ to 1¾-in. 30.00
No. 2 size, 1¼ to 1½-in. 25.00

Ask for our complete price list.

NEW ENGLAND BULB CO.
Box 743 New London, Conn.
Phone GI. 2-8309

DAHLIAS

	Each
A. D. Livoni, pink Ball	7c
Bonnie Blue, Ball	7c
Commando, lavender Dec.	10c
Red Chief, bright red Ball	7c
Gallant Fox, red Dec.	8c
McCullough, 2-toned Ball	7c
Mrs. Geo. Le Boutillier, red Dec.	10c
Prince Alba, white Ball	7c
Sanhican's Monarch, rose-red Dec.	8c
Storm King, white Ball	7c
Planting stock of above, \$3.50 per 100, \$30.00 per 1000.	
\$2.00 minimum order.	

50 miles, 1 1/2-in. up, \$6.50.

SPECIAL, 100 bulbs, total colors: Labeled separate, 20 red, 20 scarlet, 10 bulbs of 6 other colors. Size, 2 1/4-in. up, \$14.75; 2-in. up, \$12.75; 1 1/4 to 1 1/2-in., \$5.75.

NEW ENGLAND BULB CO.
Box 743 New London, Conn.
Phone GI. 2-8309

TUBEROUS BEGONIAS

Giant double-flowering Camellia type, 8 colors, 1 1/4 to 1 1/2-in. up, \$5.00 per 100, \$45.00 per 1000
1 1/2 to 2-in. up, \$8.50 per 100, \$130.00 per 1000
2-in. up, 12.50 per 100, \$115.00 per 1000
1 1/2 to 2-in. up, \$5.00 per 100, 75.00 per 1000
1 1/2 to 2 1/2-in. up, \$5.00 per 100, 47.50 per 1000
Total 500 bulbs at 1000 rate.

50 miles, 1 1/2-in. up, \$6.50.

FANCY-LEAVED CALADIUMS
The finest of commercial named varieties. Over 50 varieties. Fully upgraded.

Per 1000
No. 3, % to 1 1/4-in. \$7.00 \$8.00
No. 2, 1 1/4 to 2 1/2-in. 12.00 11.00
No. 1, 1 1/2 to 2 1/2-in. 18.00 16.00
Jumbo, 2 1/2 to 3 1/2-in. 25.00 23.00
Mammoth, 3 1/2-in. up 37.00 35.00
Minimum order \$5.00.

Send for our color chart.

LOUIS DANK New York 1, N. Y.

A NEW BULB LIST EVERY MONTH!

WHOLESALE LIST ONLY!

COMMERCIAL VARIETIES OF FLOWER BULBS ALL THROUGH THE YEAR!

OUR LIST IS READY FOR THE ASKING.

MAILINGS EVERY DAY!

GLADIOLUS

AND OTHER BULB LISTINGS.
ALSO SOME HARDY PERENNIALS,
READY NOW.

HARTFORD FARMS, HARTFORD, MICH.

Cannas, special, northern-grown, high vitality bulbs, 2 to 5 eyes. The President, Red and Yellow Humbert, Mme. Crozy, 150, \$10.00; 1000, \$60.00. F.O.B. Adams' Flower Gardens, New Martinaville, W. Va.

DAHLIAS
Over 30 best commercial varieties.
Send for our price list.

LOUIS DANK New York 1, N. Y.

1170 Broadway

Surplus Stock
can be easily and quickly turned into

Cash
by listing it in the
American Nurseryman Classified Ads

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Surplus Stock

can be easily and quickly turned into

DOGWOOD—Continued

PINK DOGWOOD
5000 3 to 8 ft.
Extra heavy, 4 and 5-yr.-old.
WHITE DOGWOOD
10,000 3 to 18 ft.

VOYTERSHARK FARM NURSERIES
Corner of Naugatuck Ave. and
West Rutland Rd.
Milford, Conn.

EVERGREENS, Liners**POTTED AND FIELD LINERS**

	Per 100	Per 1000
Taxus media Adams		
1-yr., 2½-in. pots, 4 to 6 ins. .	\$18.00	\$170.00
2-yr., 2½-in. pots, 8 to 12 ins. .	24.00	220.00
3-yr., 12 ins. TT.	35.00	325.00
Taxus cuspidata		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
3-yr., 6 to 12 ins. TT.	35.00	325.00
Taxus capitata, sdg.-grown		
2-yr., 2½-in. pots, 3 to 6 ins. .	22.50	200.00
3-yr., 2½-in. pots, 4 to 8 ins. .	27.50	250.00
Taxus cuspidata		
1-yr., 2½-in. pots, 4 to 6 ins. .	18.00	170.00
Taxus cuspidata, semi-up		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
2-yr., 2½-in. pots, 6 to 12 ins. .	25.00	230.00
Taxus media hickfieldi No. 18		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
3-yr., TT, 6 to 10 ins.	35.00
Taxus media hicksii		
1-yr., 2½-in. pots, 4 to 6 ins. .	18.00	170.00
Taxus intermedia		
1-yr., 2½-in. pots, 4 to 6 ins. .	18.00	170.00
Taxus media kelseyi		
1-yr., 2½-in. pots, 3 to 6 ins. .	20.00	180.00
Taxus media moonii		
1-yr., 2½-in. pots, 4 to 6 ins. .	18.00	170.00
Taxus media wardii		
1-yr., 2½-in. pots, 4 to 6 ins. .	22.50	200.00
2-yr., 2½-in. pots, 4 to 8 ins. .	27.50	250.00
Juniper, Andorra compacta		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
Juniperus chin. pfitzeriana glauca (blue)		
1-yr., 2½-in. pots, 4 to 6 ins. .	27.50	250.00
Juniperus chinensis, sdg.-grown		
3-yr., 2½-in. pots, 6 to 12 ins. .	25.00	220.00
Juniperus communis depressa aurea		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
Juniperus glauca betzii		
1-yr., Irish fastigata		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
Juniperus chin. pfitzeriana		
1-yr., 2½-in. pots, 4 to 6 ins. .	22.50	200.00
1-yr., TT, 6 to 12 ins.	30.00	275.00
3-yr., TT, 8 to 15 ins.	40.00	350.00
Taxus cordata (Koreana) hirsutissima		
1-yr., 2½-in. pots, 4 to 6 ins. .	20.00	180.00
Thuya occidentalis pyramidalis		
1-yr., 2½-in. pots, 4 to 6 ins. .	18.00	170.00
Thuya occidentalis woodwardii		
1-yr., 2½-in. pots, 4 to 6 ins. .	18.00	170.00

Complete catalog on request.

HEASLEY'S NURSERIES

247 Freeport Rd. Butler, Pa.

LINING-OUT STOCK

	Per 100	Per 1000
ROOTED CUTTINGS		
Arborvitae, woodwardi,		
4 to 6-in.	\$0.10	\$0.09
Arborvitae, nigra, green,		
4 to 8-in.10	.09
Arborvitae, Pyramidal, 4 to 10.10	.09
Juniper, Andorra, 4 to 8-in.12	.11
Juniper, Pfitzer, 4 to 8-in.12	.11
Juniper, Irish, 6 to 8-in.11	.11
Taxus cuspidata (leaders), 4 to 8-in.14	.13
Taxus cuspidata, 6 to 8-in.12	.11
Taxus hicksii, 6 to 8-in.12	.11
Taxus cuspidata (leaders), 6 to 10-in.28	.25
2-YR. TRANSPLANTS		
Juniper, Andorra, 10 to 12-in.28	.25
Taxus cuspidata, 6 to 8-in.30	.28
Taxus hicksii, 6 to 10-in.30	.28
Arborvitae, nigra, green, 8 to 10-in.25	.22
3-YR. TRANSPLANTS		
Taxus hicksii, 6 to 10-in.40	.38
50% of a variety at 100 rate.		
250% of a variety at 1000 rate.		
GRAFTS, 2½-IN. AND 2¾-IN. POTS		
Juniper, Canaert	Per 100	
Juniper, Burk		\$0.60
Juniper, Keteleer		.65
Juniper, glauca		.65
30% of a variety at 100 rate.		.60
Grafted Koster Blue Spruce		\$1.25 each
Free boxing.		
2 per cent discount, cash with order.		
DRAKE'S NURSERIES		
G-4342 Branch Rd. Flint 6, Mich.		

EUONYMUS PATENS

	Each	Each
Full plants, field-grown under irrigation.		
12 to 15 ins.	\$ 5.50	\$ 50.00
15 to 18 ins.	7.00	65.00
18 to 24 ins.	8.50	80.00
2 to 2½ ft.	11.00	100.00
2½ to 3 ft.	13.50	125.00
Cash with order, no packing charge.		
HAGGERTY'S LANDSCAPE NURSERY		
Lincoln 6, Neb.		

EVERGREEN LINERS AND CUTTINGS**FIELD-GROWN TRANSPLANTS****HEAVY, TRACTOR-CULTIVATED STOCK**

Each, 100 1000

Arborvitae, Pyramidal,

10 to 12 ins., 3-yr. 45c | 42c |

Globe woodwardi,

8 to 12 ins., 3-yr. 37c | 35c |Andorra, 10 to 15 ins. 45c | 42c |

POT-GROWN STOCK (FROM 2½-IN. POTS)

Sprayed with Parathion annually. Potted

in special clay peat fertilizer mixture. Grown

in open lath house or outside frames. No

light, soft greenhouse-grown stock.

Each, 100 1000

Arborvitae, Am., 1-yr., 6 to 7 ins. 25c | 25c |Globe woodwardi, 1-yr., 5 to 6 ins. 27c | 25c |Pyramidal, 1-yr., 6 to 7 ins. 27c | 25c |

Juniperus pfitzeriana armstrongi,

1-yr., 4 to 5 ins. 27c | 25c |

chinensis pfitzeriana, 1-yr., pots,

6 to 7 ins. 27c | 25c |Taxus hicksii, 2-yr., 5 to 6 ins. 30c | 28c |

Euonymus alatus comp., 2-yr.,

7 to 8 ins. 22c | 20c |Korean Boxwood, 1-yr., 3 ins. 22c | 20c |

Viburnum, leather-leaved, 2-yr.,

pots, 6 to 9 ins. 30c | 28c |burkwoodi, 2-yr., 6 to 9 ins. 22c | 20c |

HEAVY ROOTED CUTTINGS

From flats, growing outside in lath house.

Ready for delivery now.

These extra hardy, outside-grown cuttings

can be potted any time, spring, summer, fall.

No soft greenhouse-grown stock.

TERMS: Packing and boxing free. 3 per

cent discount for cash with order.

Our stock guaranteed 100 per cent satis-

factory or return within 6 days for full

refund, plus full shipping charges paid.

250 plants of each variety at 1000 rate.

MIAMI NURSERY CO.

Corner of State Rts. 25 and 71

Tipp City, O.

LINING-OUT STOCK**FIELD-GROWN**

Per 100

Juniperus chinensis pfitzeriana (Pfitzer)

1-yr., 6 to 12 ins. \$17.50 | |2-yr., 8 to 12 ins. 22.50 | |

Juniperus chinensis pfitzeriana compacta

(Pfitzer)

1-yr., 6 to 12 ins. 17.50 | |2-yr., 8 to 12 ins. 22.50 | |

Juniperus chinensis pfitzeriana compacta

(Nick's Compact Pfitzer)

1-yr., 6 to 12 ins. 20.00 | |

Juniperus communis kiyonoi (Kiyonoi)

(Imp. Irish)

1-yr., 6 to 12 ins. 12.50 | |2-yr., 8 to 12 ins. 15.00 | |2-yr., 12 to 15 ins. 17.50 | |

Juniperus communis hibernica (Irish)

1-yr., 6 to 12 ins. 12.50 | |2-yr., 12 to 15 ins. 15.00 | |

Juniperus communis kiyonoi (Kiyonoi)

(Imp. Irish)

1-yr., 6 to 12 ins. 12.50 | |

Juniperus excelsa stricta (Greek)

1-yr., 6 to 12 ins. 15.00 | |

Juniperus glauca betzii (Hetz)

1-yr., 6 to 12 ins. 15.00 | |

Juniperus horizontalis plumosa (Andorra)

1-yr., 6 to 12 ins. 15.00 | |

Juniperus sabina tamariscifolia

1-yr., 8 to 12 ins. 20.00 | |

Juniperus virginiana

1-yr., 6 to 12 ins. 15.00 | |

Write for our price list and quotations on

lots of 1000.

BYERS NURSERY

Chase, Ala.

EVERGREENS**ROOTED CUTTINGS**

100 1000

Arborvitae, American, 6 to 8 ins. \$8.00 | \$70.00 |

Juniperus (Andorra) plumosa,

6 to 8 ins. 8.00 | 70.00 |glauca betzii, 6 to 8 ins. 8.00 | 70.00 |comm. hibernica (Irish), 6 to 8 ins. 8.00 | 70.00 |stricta (Spiny Greek), 6 to 8 ins. 8.00 | 70.00 |Retinosporas, 6 to 8 ins. 8.00 | 70.00 |Taxus cuspidata, 6 to 8 ins. 8.00 | 80.00 |Taxus media hicksii, 6 to 8 ins. 9.00 | 80.00 |

1-YR. TRANSPLANTS

Each, 100 1000

Juniperus communis suecica nana,

4 to 5 ins. \$0.30 | \$0.25 |glauca betzii, 8 to 10 ins.25 | .20 |Retinosporas, 8 to 10 ins.22 | .18 |Taxus cuspidata, 6 to 10 ins.25 | .20 |

3-YR. TRANSPLANTS

Juniperus glauca betzii, 10 to 12.35 | .30 |Retinosporas, 10 to 15 ins.35 | .30 |Taxus cuspidata, 10 to 12 ins.35 | .30 |Arborvitae, American, 12 to 15 ins.30 | .20 |Retinosporas, 18 to 21 ins.35 | .30 |Juniperus glauca betzii, 12 to 15.45 | .40 |Taxus cuspidata, 12 to 15 ins.45 | .40 |

TERMS: Orders under \$100.00, cash with

order, please; orders over \$100.00, 1/4 deposit.

NEIDEL'S NURSERY & GREENHOUSE

Mt. Rt. 4, Hammon Heights Oil City, Pa.

BED-GROWN LINERS

Satisfaction guaranteed on these fine liners.

Per 100 6 to 8 ins. 8 to 10 10 to 15

Gardenia Mystery \$10.00

Gardenia radicans 10.00

Gardenia stricta nana 10.00 \$12.50

Hex cornuta burfordii 12.50 15.00

Hex cornuta micropoda 12.50 17.50

Hex crenata rotundifolia 12.50 15.00

2-yr., heavy, \$28.00 per 100.

2-yr., heavy, \$25.00 per 100.

Hex opaca East Palatka 17.50 20.00

Hex opaca feminia 17.50 20.00

Juniperus glauca hetzii 17.50

Ligustrum lucidum compactum 10.00 15.00

Nandina domestica 10.00 15.00

Nandina domestica 10.00 15.00

Pyracantha, early-red 15.00

Pyracantha graberi 15.00

We also have excellent potted liners of

many items. See our separate listing on

these in this issue. Wholesale catalog furnished

free upon request.

COTTAGE HILL NURSERY

4000 Japonica Lane Mobile, Ala.

HEAVY ROOTED CUTTINGS

Per 100 Per 1000

Arborvitae, American, dark green \$10.00 \$0.09

Arborvitae, Pyramidal, 6 to 10 ins.10 | .09 |Arborvitae, Globe, 4 to 8 ins.10 | .09 |Juniper, Hetz glauca, 6 to 10 ins.11 | .10 |Juniper, Savin, 6 to 10 ins.11 | .10 |Juniper, Von Ehren, 6 to 10 ins.11 | .10 |Juniper, Andorra, 6 to 10 ins.11 | .10 |Taxus cuspidata, 6 to 10 ins.12 | .11 |Taxus hicksii, 5 to 6 ins.12 | .11 |Arborvitae, Globe, 5 to 6 ins.12 | .11 |Juniper, American, 5 to 6 ins.12 | .11 |Juniper, Hetz, 5 to 6 ins.12 | .11 |Juniper, Savin, 5 to 6 ins.12 | .11 |Juniper, Von Ehren, 5 to 6 ins.12 | .11 |Juniper, Andorra, 5 to 6 ins.12 | .11 |Taxus cuspidata, 5 to 6 ins.12 | .11 |

Taxus hicks

EVERGREENS, B&B—Continued

EVERGREENS	Each	Each
Abelia grandiflora, 2 to 3 ft., B&B.	\$2.25	
Hemlock, Canadian, 18 to 24 ins.	2.00	
2 to 2½ ft.	2.50	
2½ to 3 ft.	3.25	
3 to 3½ ft.	4.25	
4 to 5 ft.	7.00	
Ilex rotundifolia, 18 to 24 ins.	3.25	
Ligustrum lucidum, 15 to 18 ins.	1.25	
18 to 24 ins.	1.75	
Ligustrum sinensis, 5 to 6 ft., B&B	1.75 \$1.50	
(Evergreen Chinese Privet, excellent for screens or borders.)		
Spruce, Canadian (<i>Picea Canadensis</i>),		
2 to 2½ ft.	3.00	...
2½ to 3 ft.	3.50	
3 to 3½ ft.	4.50	
Spruce, Norway, 15 to 18 ins.	1.50 1.25	
18 to 24 ins.	2.00 1.75	
2 to 2½ ft.	2.50	2.25
2½ to 3 ft.	3.00	2.75
Write for complete wholesale list.		
WAYNESBORO NURSERIES, INC.		
Waynesboro, Va.		

EVERGREENS, B&B	Each
Ilex crenata convexa, 15 to 18 ins.	... \$2.75
Ilex crenata convexa, 18 to 24 ins.	... 3.25
Ilex rotundifolia, 15 to 18 ins.	... 2.25
Ilex rotundifolia, 18 to 24 ins.	... 2.75
Boxwood, 12 to 15 ins.	... 1.75
Boxwood, 15 to 18 ins.	... 2.50
Hick's Yew, 30 to 36 ins.	... 4.00
Hick's Yew, 38 to 45 ins.	... 4.75
OAK GROVE NURSERY	
J. F. Wuerdeaman, Owner	
2121 Phelps St.	Ashland, Ky.

CHOICE QUALITY EVERGREENS
Taxus cuspidata capitata, 4 to 7 ft.
Juniper, Dundee, 5 to 8 ft.
Pyramidal Arborvitae, 4 to 6 ft.
Globe Arborvitae, 36 to 48 ins.
Blue Spruce shiners, 8 to 12 ft.
Black Hills Spruce, 8 to 12 ft.
Write for prices.

CHICKASAW COUNTY NURSERY
New Hampton, Ia.

1000 GAREI CYPRESS
(Grafted on b.r.)
3 to 4 ft., \$2.50.
Keteleer Juniper and other grafts,
3 to 5 ft., reasonably priced.
14 acres of good nursery stock.
Call or write E. W. Luke.
Phone 116.

LUKE NURSERY
Highway 77 South Paula Valley, Okla.

LANDSCAPING EVERGREENS

200 American Arborvitae, 3 to 4½ ft.
35 Pfitzer Juniper, 2½ to 3 ft.
50 Globe Woodward Arborvitae, 1½ to 2 ft.

PINE HILL NURSERY
5 miles south of Hyndman, Pa.
Phone Thomas F. Cook 126-R-11

SPRUCE
300 Colorado Spruce, 4 to 15 ft.
100 Koster Blue Spruce, 10 to 18 ft.
BURMARC NURSERY
95 Hillside Ave.
Van Cortlandtville, Peekskill, N. Y.
Phone Peek 7-4060.

EVERGREENS, B&B
See our display ad, page 90, for special listing of stock available.

FORREST KEELING NURSERY
Elisbury, Mo.

Surplus Stock
can be easily and quickly turned into
Cash
by listing it in the
American Nurseryman Classified Ads

EVERGREENS, Miscellaneous**SPRING WHOLESALE PRICE LIST**

LINERS, 2-yr. bedded stock 100 1000

Juniperus glauca hetzii.

12 to 14 ins. \$27.00 \$220.00

Juniperus Andorra, 12 to 14 ... 27.00 220.00

Ilex rotundifolia, 6 to 8 ins. ... 25.00 200.00

Ilex rotundifolia, 8 to 12 ins. ... 27.00 250.00

Unnamed Rhododendron hybrids of hardy ponticum, well-branched catawbiense parentage. Good foliage with firm, lightweight ball, twice transplanted, bed-grown. Jap. beetle certified.

Per 100 Per 1000

4 to 6 ins. \$25.00 \$200.00

6 to 8 ins. 30.00 250.00

250 plants at 1000 rate. Stock offered subject to prior sale. Free packing. F.O.B. Willoughby. Terms: 2 per cent discount for cash with order or by express C.O.D. shipment. Open Sundays.

Balled and burlapped stock.

Pick up at nursery.

Each, 1 to 10 to 25 25 up

Juniperus glauca, 18 to 24 ins. B&B. \$2.25 \$2.00 \$1.75

Ilex rotundifolia, 14 to 18 ins. B&B. 2.00 1.75 1.50

LITTLE ACRES NURSERY

R. D. 2, Chardon Rd. Willoughby, O.

LANDSCAPE B&B STOCK		
700 Pyramidal Arborvitae, 56 to 42 ins.	... \$3.00	
80 Colorado Blue Spruce, 42 to 48 ins.	... 7.00	
300 Black Hills Spruce, 24 to 30 ins.	... 3.00	
300 Black Hills Spruce, 36 to 42 ins.	... 3.85	
500 Riga Scotch Pine, 24 ins.	... 1.50	
200 Pfitzer Juniper, 15 to 21 ins.	... 1.75	
4-YR. TRANSPLANTS, 2-2 STOCK	100	
10,000 Colorado Blue Spruce.	... \$10.00	

BARE-ROOT STOCK

1000 Hydrangea A. G., heavy divs., 12 to 18 ins. 12½%.

SHORE EVERGREEN NURSERIES

Ewart, Mich.

AMERICAN ARBORVITAE

Field-grown, twice transplanted.

Average height, 2 ft.

You dig your own for

\$75.00 per 100, row run.

For further information, write.

MEYERS GARDENS AND NURSERY
Cresco, Ia.

FORSYTHIAS

FORSYTHIAS	10	100
Lynwood Gold, 18 to 24 ins.	\$4.50	\$40.00
Lynwood Gold, 2 to 8 ft.	5.00	50.00
Spring Glory, 3 to 4 ft.	5.50	50.00
Spring Glory, 4 to 5 ft.	7.00	65.00
Speciosissima, suspensa, viridisima		
3 to 4 ft.	5.00	45.00
4 to 6 ft.	6.50	60.00
Write for free copy general wholesale price list offering both fruits and ornamentals.		
WAYNESBORO NURSERIES, INC.		
Waynesboro, Va.		

FORSYTHIAS	Per 100	Per 1000
Spring Glory, 1-yr., hardwood		
18 to 24 ins.	\$18.00	\$150.00
C. HOOGENDOORN		
Turner Rd.		Newport, R. I.

FRUIT AND NUT TREES

FRUIT TREES	Each	100
Trees are big and grades are strong.		
Fine for retail sales.		
PEACHES, 1-yr.		
Each	10	100
11/16-in., 4 to 5 ft.	\$0.80	\$7.00 \$65.00
9/16-in., 3 to 4 ft.	7.00	60.00 55.00
7/16-in., 2 to 3 ft.	.60	5.00 4.50
Champion, Cumberland, Elberta, Early Elberta, Fairhaven, Golden Jubilee, Halehaven, J. H. Hale, Redhaven, Sun Glo.		
APPLES, 2-yr., STANDARD		
11/16-in., 5 to 6 ft.	\$1.00	\$8.50 \$75.00
Baldwin, Cortland, Early Harvest, Grimes Golden, McIntosh, Red Delicious, double Red Delicious, Rome Beauty, Stayman, double Red Stayman, Yellow Delicious.		
BARTLETT PEAR, 2-YR.		
11/16-in., 5 to 6 ft.	\$1.00	\$8.50 \$75.00
9/16-in., 4 to 5 ft.	.90	8.00 7.00
STANLEY PLUM, 2-YR.		
11/16-in., 4 to 5 ft.	1.00	9.00
HUNGARIAN APRICOT, 1-YR.		
3 to 4 ft.	1.00	8.50 7.50
NECTARINES, 1-YR.		
3 to 4 ft.	1.00	8.50 7.50
Garden State, Supercrop.		
F.O.B. Clyde, O. Packing extra at cost.		
THE CLYDE NURSERY, CLYDE, O.		

APPLE TREES

APPLE TREES	Each	100 lots
5 to 6 ft.	\$0.45	\$3.35
4 to 5 ft.	.35	.30
3 to 4 ft.	.30	.25
5 to 6 ft. 4 to 5 ft. 3 to 4 ft.		
Yellow Delicious 200	450	150
Red Delicious 90	200	100
Double Red Delicious 65	140	50
1-yr. budded, fairly well branched. No charge for packing on your truck, otherwise at cost.		

PIGGOTT NURSERY CO.

Piggott, Ark.

PEACH TREE SALE

Elberta, Redhaven, Belle of Georgia.

Finest quality, irrigated stock.

Guaranteed to please you.

4 to 5 ft., 9/16 to 11/16, 25.00 per 100.

5 to 6 ft., 11/16 up, \$30.00 per 100.

No charge for packing.

25 per cent with order.

CLINGER'S NURSERY

Highway 71 West Rogers, Ark.

PEACH TREES (Northern Ohio Grown)

Per 100

11/16 9/16 7/16 5/16

50c 45c 35c 25c

Belle of Georgia, Cumberland, Champion,

Dixie Red, Dixie Gem, Elberta, Fairhaven,

Golden Jubilee, Kale Haven, Redhaven,

Halehaven and South Haven.

FRENCH NURSERY CO., CLYDE, O.

Since 1863

CHINESE CHESTNUTS

Per 100

2 to 3 ft. T. \$6.50 \$5.50

3 to 4 ft. T. 10.00 8.00

4 to 5 ft. T. 13.00 12.00

Ask for complete wholesale price list.

WAYNESBORO NURSERIES, INC.

Waynesboro, Va.

AMERICAN NURSERYMAN**WALNUT TREES**

Thomas Black, budded,

6 to 8 ft., \$2.00 each.

In lots of 100 trees deduct 5 per cent.
Packing at cost.

PIGGOTT NURSERY CO.
Piggott, Ark.

Chinese Chestnut, 3-yr., 2 to 3 ft., \$50.00

per 100; 3 to 4 ft., \$75.00 per 100; heavy

5 to 6 ft., \$100.00 per 100. Heavy liners

18 to 24 ins., \$30.00 per 100; light liners,

12 to 18 ins., \$10.00 per 100.

Enterprise Nursery, Looneyville, W. Va.

Sell Stock Quickly and Easily with
American Nurseryman Classified Ads.

GARDEN ROOTS**RHUBARB**

Chipman's Canada Red Rhubarb.
No. 1 divisions, \$35.00 per 100.
25 divisions at the 100 rate.

VAN DE MOORTEL,
PERENNIAL GARDENS

7250 18½ Mile Rd. Utica, Mich.

CHIPMAN'S CANADA RED RHUBARB

These plants are No. 1 grade, true Chipman and in perfect condition, \$30.00 per 100.

Inquire for large quantity prices.

Can ship immediately.

C. D. WRIGHT, HAMBURG, IA.

Chipman's Canada Red and MacDonald Red Rhubarb, good No. 1 divisions. Write for prices.

Chapman's Berry Farm, East Leroy, Mich.

1000 GERANIUMS

4-in. pots, 3 to 4 branches, heavy; plenty

of cuttings on them: Olympic, Better Times,

Pink Flat, Mme. Landry, Appleblossom,

Buchner. Developed from excellent blooming stock. Ready, now, \$40.00 per 100. Sorry, no shipping.

MAGGIO'S NURSERY

Deer Park Ave. Huntington, N. Y.

Phone Deer Park 2-8893

GERANIUMS

2½-in., ready to shift into 4-in.

Leading varieties, \$12.50 per 100.

No shipping.

Delivery by truck Chicago and vicinity.

Phone Bensenville 522.

GEORGE OTTMANN & SON

301 Marshall Ave. Bensenville, Ill.

GRAPENEWS

CONCORD AND FREDONIA GRAPES

2-yr., No. 1, \$45.00 per 100.

Concord 1-yr., No. 1, \$45.00 per 100.

Write for our wholesale price list.

ROLLER'S NURSERY, ROGERS, ARK.

GRAPE CUTTINGS

Concord and Fredonia, cut by experienced

workers, from clean, healthy vineyard, largest

in Oklahoma. Tied with wire, 100 to bunch.

\$5.00 per 100, F.O.B. here.

IDEAL FRUIT FARM, STILLWELL, OKLA.

Heavy, 2-yr., \$8.50 per 100, \$75.00 per 1000.

HERMAN LOSELY & SON

Chagrin Falls, O.

9,500 Active Nurserymen

are in need of stock.

List your offerings in the

American Nurseryman Classified Section.

GRASS

MEYER Z-52 ZOYSIA LAWN GRASS

In economical, easy-to-keep turf form

Ideal for planting in new or old lawns. Makes

a beautiful, dense turf that chokes out weeds

and crab grass, cuts lawn work by over

one-half. Thousands of square yds. sold, up

to \$45.00 per sq. yd., to people who are

tired of lawn work. Our price enables you

to sell cheaper or underbid other dealers.

A sq. yd. equals about 400 2-in. round plugs:

plants 300 to 400 sq. ft., only \$6.00, F.O.B.

Auburn. With soil on roots Zoysia stays fresh

indefinitely and can be sold like burlapped

stock. We also have Matrella and Emerald.

MARCH 15, 1957

KENTUCKY BLUE GRASS LAWN SEED
Eight from our own meadows last June. Origin and date are pinpointed, quality too. 10 lbs., \$8.00; 25 lbs., \$19.50; 50 lbs., \$38.00; 100 lbs., \$74.00. All F.O.B. here, subject unsold.

WALNUT LAWN FARM
Established 1841

Route 2 Lexington, Ky.

GROUND COVERS

GROUND COVERS

SPRING 1957 DELIVERY.
QUALITY AND QUANTITY FOR LARGE LANDSCAPE JOBS AND GARDEN SHOP SALES.

	Per 100	Per 1000
EUONYMUS fortunei (ACUTUS)	\$12.50	\$110.00
1-yr. pots	12.50	110.00
2-yr. pots	15.00	140.00
EUONYMUS fortunei COLORATUS		
1-yr. pots	12.50	110.00
2-yr. pots	15.00	140.00
AJUGA REPTANS RUBRA		
1-yr. pots	15.00	125.00
(200 AT THE 1000 RATE)		

CUNNINGHAM GARDENS, INC.
Waldron, Ind.

GROUND COVERS

Ajuga genevensis,
red and green-leaved, \$5.00 per 100.

Ajuga variegated-leaved,

\$10.00 per 100.

Euonymus fortunei coloratus,

Euonymus vegetus,

Euonymus erectus,

Euonymus patens,

3-yr. \$20.00 per 100.

2-yr. \$15.00 per 100.

1-yr. \$10.00 per 100.

Vinca minor, variegated.

Field-grown, \$30.00 per 100.

HOPPERTON NURSERY

P. O. Box 65 Naperville, Ill.

VINCA MINOR

(Periwinkle, hardy Myrtle)

15 to 25 caned, hand-tied clumps, extra nice, fresh handled, \$50.00 per 1000; over 5000, \$45.00 per 1000.

Euonymus Fortunei (halliana), 3-yr. branched, \$45.00 per 1000.

Pachysandra, 1 and 2-yr., rooted cuttings, \$55.00 per 1000.

Euonymus coloratus, 2-yr. br., \$60.00 per 1000. Direct sun mist propagated.

H. C. WAUGH Gallipolis, O.

EUONYMUS FORTUNEI COLORATUS
IDEAL FOR THE LANDSCAPER; quality plants that make the planting show up immediately. All plants field-grown 2 full years. Order now for spring delivery.

10-99 100-299 300 up

No. 1, heavy, 12 to 18 in...35c 33c 30c No. 1, 12 to 15 ins....27c 25c 22c

Please send remittance with order unless credit is established with us. 2 per cent off and free packing. F.O.B. here.

MENTOR ROSE GROWERS, INC.

445 Little Mt. Rd. Mentor, O.

HARDY PLANTS

HARDY FIELD-GROWN PERENNIALS
Aquilegias, 7 separate colors; Arabis, Artemisas, Astilbes, Aubrietas, Campanulas, Carnations, Chives, Delphinium Pacific, Hybrids, 10 separate colors; Dianthus, Dicentras, Digitalis, Doronicums, Gaillardias, Geums, Lavender, Liatris, Russel Lupines, Lythrums, Myosotis, Phlox subulata, 15 varieties; Primroses, Pyrethrum Daisies, Shasta Daisy Esther Read, Sedums, 10 varieties; Sweet Williams, Thymes, Tritomas, Trollius, Vines and Violets.

If you have not received our list, send for it now, 100 or more good varieties.

All plants freshly dug for each order.

Orders taken now for spring delivery.

Shipping date, after March 15.

GEORGE FRANK & SON

Penfield, N. Y.

GERBERAS, PRIZE-WINNING STOCK
Per 100 Per 1000
Medium (duplex) \$11.00 \$100.00
Large (duplex) 15.00 135.00
Jumbo (duplex) 25.00 225.00

FREE COLORED PHOTO.

250 at 1000 rate. F.O.B. San Fernando. Selected duplex seed \$8.50 per oz.

Other fine perennials. Write for catalog.

FEADER WHOLESALE NURSERIES

P. O. Box 428 San Fernando, Calif.

Bleeding Hearts (*Dicentra Spectabilis*), 4 to 6 eyes. Holland imported. Now on hand in cold storage and can be shipped at once. Order now for spring shipment and we will hold the order for you.

Nice strong roots, \$28.00 per 1000; 250 roots at 1000 price, \$30.00 per 100, \$16.00 per 50, \$8.50 per 25, 75c per 12 roots.

New England Bulb Co., Box 743, New London, Conn. Phone GI-2-8809.

SPECIALISTS IN HARDY PERENNIALS
Ask for wholesale offer.

PEARCE SEED CO., Moorestown, N. J.

QUALITY PERENNIALS

Heavy 1-yr. field.

	Per doz.	Per 100
Ajuga genevensis	\$2.75	\$18.00
Ajuga reptans rubra	2.75	18.00
Anchusa Dropmore	2.75	18.00
Artemisia Silver King	2.75	18.00
Centaurea montana	2.75	18.00
Chrysanthemum maximum		
Alaska	2.75	18.00
Dianthus barbatus (Sweet William)	2.40	15.00
Dianthus deltoides Brillian	2.40	15.00
Dianthus hedgehogi, seedlings	2.40	15.00
Dianthus Highland Hybrids	2.75	18.00
Eupatorium coelestistimum	2.75	18.00
Heuchera multiflora f. pl.	3.00	20.00
Hollyhocks, double-red, pink, yellow, white	2.40	15.00
Iberis sempervirens (Mallow marvels)	3.30	22.50
Lythrum Dropmore, purple	2.75	18.00
Lythrum Morden Gleam	3.30	22.50
Physostegia virginica Vivid	3.00	20.00
Physostegia Summer Glow	3.00	20.00
Polygonum Roseum	3.00	20.00
Rudbeckia Goldsturm	3.60	25.00
Salvia Vaticana var. (scariet)	2.75	18.00
Sedum acre	2.40	15.00
Stokesia Blue Danube	3.30	22.50
Stokesia Blue Moon	3.30	22.50
Tarragon Epicure	3.60	25.00
Teucrium chamaedrys	2.75	18.00
Tradescantia Iris Pritchard, white, violet center	2.75	18.00
Tradescantia Jas. C. Weguelin, China-blue	2.75	18.00
Tradescantia Pauline, orange-pink	2.75	18.00
Tradescantia Purple Dome, purple	2.75	18.00
Veronica incana	3.00	20.00
Veronica rupestris Heavenly Blue	3.00	20.00
Veronica apicata rosea	2.75	18.00
Vinca minor, 15 to 20 leads	2.40	15.00
Complete list of hardy plants on request.		

BENTLEY'S HARDY PLANTS

Mentor Ave. Mentor, O.

HEAVY FIELD-GROWN PLANTS

Each per 100

Alyssum, citrinum, light yellow...\$0.18
compactum, deep yellow...15
Aquilegia Mrs. Scott Elliott's hybrids
Asclepias tuberosa (Butterfly Flower)
Carnation Grenadin, maroon, pink, red
Chrysanthemum maximum Alaska (Shastra Daisy)
Coreopsis Sunburst, semi-double
Delphiniums, Belladonna, light blue
Bellamous, dark blue
Blackmores & Langdon hybrids
Monarch strain, new large hybrid
Dianthus barbatus (Sweet William), pink, red, white
Hibiscus, to color, pink, red, white...25
mixed colors
Iberis Little Gem (hardy Candytuft), dwarf
Lychins chalcedonica (Maltese Cross)
Lythrums, Morden's Pink (Loosestrife)
Monarda, Rosey red
Pyrethrum, Robinson's Dark Crimson mixed, doubles, singles all colors
Veronica Icicle (white longifolia)...25
Viola Jersey Gem...18

Write for complete trade list.

KINGWOOD NURSERIES, MENTOR, O.

PERENNIALS

Strong field-grown transplanted stock.

Per 100

AQUILEGIA, Mrs. Scott Elliott's or Crimson Star	\$ 8.00
SHASTA DAISY Alaska	7.00
SHASTA DAISY Giant double	10.00
CARNATIONS, Grenadin, Black King, Golden Sun, Cardinal Red or mixed	7.00
CAMPANULAS (Cup-and-Saucer), mixed	7.00
DIGITALIS Shirley hybrids	7.00
GAILLARDIAS, Burgundy or Dazzler	7.00
DELPHINIUM Giant Pacific Galahad, 2-yr.	14.00
CUSHION MUMS, large field-grown clumps, bronze, red, pink, white and lavender	12.00

NORTH POLE NURSERY Cornucopia, Wis.

FUNKIAS

Extra nice field-grown plants. Undulata variegata (silver variegated), caerulea (large green leaves) and lancifolia (narrow-leaved), 15c each per 100; 14c each per 1000.

Immediate shipment.

THE CZ NURSERIES, INC.

Wholesale growers Madison, O.

HARDY FERNS (DORMANT ROOTS)

\$10.00 per 100, \$75.00 per 1000.

Ostrich, Clayton, Lady, Sensitive and Maidenhair.

STRAND NURSERY CO. Taylors Falls, Minn.

Japanese Iris (*Kaempferi*), blooming-size divisions from the finest Iris that grows; assorted colors labeled, \$10.00 per 100.

Stokesia (perennial Aster), azure-blue; very hardy, \$10.00 per 100.

New England Bulb Co., Box 743, New London, Conn. Phone GI-2-8809.

ILEX OPACA FEMINA Rooted cuttings, potted 1 full year.

Clark, Farage, Manig, Mae, Oma and Arden, 2½-in. pots, 6 to 8 ins., \$45.00 per 100.

HOOKSTRAW (Old Heavy Berry), 2½-in. pots, 6 to 8 ins., \$45.00 per 100.

SPLIT ROCK NURSERIES 218 Farview Ave. Paramus, N. J.

America's best source
for Hardy Plants is
THE WAYSIDE GARDENS
Mentor, Ohio
Write for Trade List.

HARDY FIELD-GROWN PERENNIALS
We specialize in new and unusual varieties.
Send for our new wholesale list.

RIDENOUR'S FLOWER FARM
1024 W. Chicago Rd., Allen, Mich.

LYTHRUM MORDENS PINK
Per 100 Per 1000
1-yr. field-grown \$16.00 \$150.00

PLANE VIEW NURSERY
West Main Rd., Newport, R. I.

TOP-QUALITY PERENNIALS
Send for new spring, 1957 trade list.

SPRINGBROOK GARDENS
Mentor, O.

HARDY PLANTS
Write for spring list.

KALAMAZOO GARDENS NURSERY
206 Richard Ave., Kalamazoo 33, Mich.

SELLERS BETTER PERENNIALS
SELLER NURSERIES CO., HOLLAND, MICH.
Write for trade list.

HEDGES

LIGUSTRUM SINENSIS
(Chinese Evergreen Privet.)

Transplanted, heavily branched,
2-yr., 2 to 3 ft. \$10 100 1000

3-yr., 3 to 4 ft. \$22.00 225.00

3-yr., 4 to 5 ft. \$33.00 300.00

5 to 6 ft. \$75.00 50.00 450.00

Ask for complete wholesale price list.

WAYNESBORO NURSERIES, INC. Waynesboro, Va.

HELLEBORUS

HELLEBORUS NIGER

(Christmas Rose)
3-yr. transplant, blooming size.

Suitable to pot up for sales on roadside stands and garden centers \$50.00 per 100, \$450.00 per 1000.

C. HOOGENDOORN Turner Rd., Newport, R. I.

HOLLY

LINING-OUT STOCK

AMERICAN HOLLY (ILEX OPACA)

Arden Joyce
Cardinal Manig
Clark Merry Christmas
Forage Paragard

Selected, heavy fruiters.
Males, \$45.00 per 100.
Females, \$35.00 per 100.
Victory, \$65.00 per 100.

O. H. Berry, \$75.00 per 100.

ENGLISH HOLLY (AQUIFOLIUM)

Alcioris Pyramidalis
Integrifolia Robinson
Fox Lichtenhali

Males, \$45.00 per 100.

Recurva Smith

\$55.00 per 100.

Argenteo-marginata Ciliata major
Aureo-regina \$65.00 per 100.

CHINESE HOLLY

Cornuta, male and Fernal, male and female Burfordi

\$45.00 per 100.

Many other varieties.
Write for complete list.

WILMAT HOLLY CO. 302 State Rd., Gladwyne, Pa.

ILEX

All our Ilex are cutting-grown and well-established plants in 2½-in. pots. Packed for shipment in paper cups and waterproof paper in wire-bound crates.

ILEX OPACA HOWARDI \$18.00 per 100, \$160.00 per 1000.

ILEX OPACA HUME \$18.00 per 100, \$150.00 per 1000.

ILEX OPACA LAKE CITY \$20.00 per 100, \$170.00 per 1000.

ILEX OPACA TABER \$18.00 per 100, \$160.00 per 1000.

ILEX FOSTERI \$18.00 per 100, \$160.00 per 1000.

ILEX C. BURFORDI \$18.00 per 100, \$150.00 per 1000.

ILEX CORNUATA FEMINA \$20.00 per 100, \$170.00 per 1000.

ILEX CORNUATA FEMINA, 2-yr. stock, 2½-in. pot \$20.00 per 100, \$180.00 per 1000.

ILEX VOMITORIA FEMINA (Yaupon) \$18.00 per 100, \$160.00 per 1000.

OVERLOOK NURSERIES, INC. R. 3, Box 428 Mobile, Ala.

ILEX OPACA FEMINA Rooted cuttings, potted 1 full year.

Clark, Farage, Manig, Mae, Oma and Arden, 2½-in. pots, 6 to 8 ins., \$45.00 per 100.

HOOKSTRAW (Old Heavy Berry), 2½-in. pots, 6 to 8 ins., \$45.00 per 100.

SPLIT ROCK NURSERIES 218 Farview Ave. Paramus, N. J.

HOLLY—Continued**ILEX, OPACA AND AQUIFOLIUM STRONG BANDED LINERS FOR SPRING SHIPMENT**

Named varieties only, including the following opaca varieties: Farage, Cardinal, Matawan, Rumson, Mr. Heavy Berry, Old Heavy Berry, xanthocarpa. Aquifolium varieties: Zimmerman No. 1 and No. 2, Japanese beetle certified.

\$45.00 per 100.

Old Heavy Berry, \$75.00 per 100.

JAMES S. WELLS NURSERY, INC.

P. O. Box 141 Red Bank, N. J.

DECIDUOUS HOLLY (ILEX DECIDUA)

A wonderful Holly with large, bright red berries; vigorous upright growth; disease-free, drought-resistant, hardy to minus 15 degrees.

Heavy plants, 18 to 24 ins., \$30.00 per 100.

2 to 3 ft., \$45.00 per 100.

FREE with each 50 plants, 1 berried specimen.

WARREN & SON NURSERY

R. 11, Box 512 Oklahoma City 10, Okla.

ILEX OPACA FEMINA

Heavy 1-yr. liners, potted spring 1956, from selected heavy, berried specimens. 6 to 8-in. plants, from 2½-in. pots or deep soil cans, \$30.00 per 100.

A few male plants at the same price.

WARREN & SON NURSERY

Rt. 11, Box 512 Oklahoma City, Okla.

THE FINEST DWARF EVERGREEN

2000 Ilex c. helleri, 4 to 8 ins. high, 6 to 8 wide, 2½×4-in. pots; has been potted 2 growing seasons. Plants will bring nice profit in 1 to 2 years. Outgrowing pots; must sell. A 40c bargain for 30c. 100 minimum order. Only 25¢ each per 1000. Express collect.

BUCHANAN'S NURSERY

5108 Western Blvd. Raleigh, N. C. Dial TE 2-9914

AMERICAN HOLLY

Hardy named varieties. 3-in. pots, 3 to 5 ins., \$45.00 per 100. 1-gal. planterine, 8 to 14 ins., \$1.25.

THE HOLLY NURSERY

Box 93 Saddle River, N. J. Phone Davis 7-1461

HOLLY

Lining-out stock. Spring, 1957 shipment. Ilex convexa, 2-yr., potted 25c Ilex rotundifolia, 2-yr., field 25c CONNER & AMOS, INC.

129 Old Dutch Rd. Charleston, W. Va.

ILEX OPACA SUPERIOR NAMED VARIETIES WHOLE SUPPLIERS**OF LINING-OUT STOCK.**

Write for price list.

HOLLY HAVEN, INC.

Box 75 New Lisbon, N. J.

ILEX

Priced per 100 4 to 6 ins. 6 to 8 ins. Ilex crenata rotundifolia 8c Ilex crenata convexa 8c Transplanted, outdoor bed-grown.

B. F. PONDER

308 6th Ave. S. Lanett, Ala.

ILEX ROTUNDIFOLIA

Branched, 2½-in. pots, 12½c.

WELCH BROS. NURSERY

Wilmer, Ala.

HONEYSUCKLES**HONEYSUCKLES**

Lonicera japonica halliana, extra-heavy No. 1, 2 and 4-yr. 18 to 24-in. field plants. 3, 4 to 6 leads, \$40.00 per 1000; lighter grade, \$30.00 per 1000; sample 100, \$4.00. Experienced labor for grading and packing quantity orders. Immediate shipment. No order too large. Phone: Or 2-4612.

ROBINSON NURSERY CO., Greenville, Ga.

HYDRANGEAS**NIKKO BLUE FRENCH HYDRANGEA**

2-yr., 3 canes up.

\$6.50 per 10, \$60.00 per 100.

1-yr., \$45.00 per 100.

WAYNESBORO NURSERIES, INC.

Waynesboro, Va.

Turn your Surplus Stock
into cash
with a Classified Ad in
the American Nurseryman.

IVIES**BALTIMORE IVY**

Hardesty Ivy. Fine for wall or ground cover. True stock. Well rooted plants, 8 to 12-in. vines Per 100 per 1000 2-in. pots \$12.50 \$115.00 2½-in. pots, 1-yr. 20.00 190.00

STRATFORD GARDENS

Russell Breeze, Mtd. Rt. 8 Delaware, O.

ENGLISH IVY (HEDERA HELIX)

Hardy, 8-in., well-rooted cuttings. Can supply in large or small leaved, \$50.00 per 1000; over 5000, \$45.00 per 1000.

Baltic Ivy, good stock, nice roots, \$55.00 per 1000.

Indian Rock, very hardy, 1-yr. rooted cuttings, \$60.00 per 1000.

Boston Ivy, rooted cuttings, \$55.00 per 1000.

IVY DALE NURSERY

Upper River Rd. Gallipolis, O.

LINING-OUT STOCK**1-YEAR BEDDED-OUT STOCK**

	Per 100	Per 1000
Ilex bullata	\$20.00	\$180.00
rotundifolia	20.00	180.00
crenata	20.00	180.00
helleri	20.00	180.00
Juniperus pfitzeriana	20.00	180.00
hetsii	20.00	180.00
Magnolia soulangiana	75.00
2-yr. beds	75.00
soulang. nigra 2-yr. beds	75.00
rustica rubra, 2-yr. beds	75.00
2-yr. beds	75.00
Taxus hicksii	17.50	150.00
hatfieldii	17.50	150.00
brownii	17.50	150.00
wardii	20.00	175.00
cupidata	17.50	150.00
intermedia	17.50	150.00
Vermeulen	17.50	150.00
brevifolia	20.00
capitata, 2-yr. tr. sdigs.	10.00	90.00

ROOTED CUTTINGS FROM SAND

Ready May.

Per 100 Per 1000

Buxus arborescens \$ 6.00 \$ 50.00

Juniperus pfitzeriana 11.00 100.00

Hedysarum 11.00 100.00

Ilex hetzii 10.00 80.00

rotundifolia 10.00 80.00

convexa 10.00 80.00

helleri 10.00 80.00

Taxus andersonii 11.00 100.00

cupidata 10.00 80.00

hicksii 10.00 80.00

brownii 11.00 100.00

wardii 11.00 100.00

brevifolia 15.00 125.00

capitata, leaders 15.00 125.00

intermedia 11.00 100.00

hatfieldii 11.00 100.00

canadensis stricta 11.00 100.00

hunnewelliana 11.00 100.00

Adams 15.00 125.00

cupidata nana 11.00 100.00

repandens 11.00 100.00

Moon's Columnar 11.00 100.00

Special price on large quantity.

SEEDLINGS AND TRANSPLANTS**Per 100 Per 1000**

Abies Douglas, 2-yr. \$ 4.00 \$ 35.00

3-yr. 6.00 50.00

Acer palmatum, 1-yr. 6.00 50.00

Cornus florida, 1-yr. 6.00 50.00

No. 2, 1-yr. 5.00 40.00

2-yr. transplanted 15.00 125.00

Euonymus alatus, 2-yr. 6.00 50.00

alatus compactus 2-yr. 6.00 50.00

Ilex crenata, 2-yr. 7.00 60.00

Picea excelsa, 3-yr. 3.50 30.00

Pinus austri, 2-yr. 7.00 60.00

densiflora, 2-yr. 6.00 50.00

mughus 2-yr. 5.50 50.00

resinosa, 2-yr. 6.00 50.00

sylvestris, 2-yr. 3.00 25.00

strobos, 2-yr. 4.50 40.00

Syringa vulgaris, 2-yr. 4.00 30.00

Taxus capitata, 1-yr. S. 5.00 40.00

transplanted, 1-yr. S. 6.00 50.00

2-yr. S. 10.00 90.00

transplanted, 2-yr. S. 10.00 90.00

Tsuga canadensis, 2-yr. 9.00 80.00

transplanted, 4 to 6 ins. 9.00 80.00

Ilex cornuta burfordi, 6 to 8 ins. 12.50

to 12 ins. 15.00

Ilex cretica helvetica, 6 to 8 ins. 17.50

Ilex opaca East Palatina, 8 to 12 ins. 20.00

Ilex opaca femina, 8 to 12 ins. 20.00

Juniperus glauca hetzii, 8 to 12 ins. 17.50

Magnolia fuscata, 3-in. pots, 8 to 12 ins. 15.00

Osmanthus fortunei, 8 to 12 ins. 15.00

12 to 18 ins. 17.50

Osmanthus fragrans, 8 to 12 ins. 15.00

Pyracantha coccinea, 8 to 12 ins. 17.50

Pyracantha grisea, 8 to 12 ins. 17.50

Pyracantha laevis, 8 to 12 ins. 17.50

We also have fine stock of Camellia japonica and Camellia sasanqua in pots. Varieties and prices furnished upon request.

Write for our wholesale catalog.

COTTAGE HILL NURSERY

4000 Japonica Lane Mobile, Ala.

LINING-OUT STOCK**Per 100**

Caryopteris \$ 7.00

Euonymus vegetus 7.00

Forsythia Lynwood Gold 10.00

Forsythia Beatrix Farrand 12.00

Ilex convexa 10.00

Ilex rotundifolia 10.00

Hedera helix (English) 5.00

Hypericum Hidcote 12.00

Privet, Iodense 10.00

Privet, variegated 8.00

Privet, vicaria 10.00

Pyracantha laevis 10.00

Teucrium chamaedrys 5.00

GILSON GARDENS

(Continued in next column)

(Continued from previous column)

Viburnum carlesii 50.00

burkwoodi 50.00

HEAVY, FIELD-GROWN BARE-ROOT, SALABLE STOCK

Per 100

Acer polymorphum atrop. 12 to 15 ins. \$300.00

15 to 18 ins. 400.00

Franklinia alatamaha, 2 to 3 ft. 250.00

Viburnum theiferum, 18 to 24 ins. 60.00

Complete wholesale list on request.

VERKADE'S NURSERIES, Wayne, N. J.

LINING-OUT STOCK

Per 100 Per 1000

Acer palmatum atropurpureum, 1-yr. grafts, beds \$90.00

2-yr. grafts, beds 850.00

S. platanoides, 1-yr. seedlings, 4 to 6 ins. 60.00

1,400 Acer pseudoplatanus, 1-yr. seedlings, 4 to 6 ins. 60.00

10,000 Azalea hinodegiri, 2-yr. T. beds, 4 to 6 ins. 50.00

5,000 Azalea mollis, 2-yr. T. beds, 4 to 6 ins. 45.00

2,500 Berberis thunbergii, 2-yr. T. fr. 9 to 12 ins. 35.00

8,000 Buxus Newport Blue, 2-yr. T. fr. 9 to 12 ins. 8.50

1,000 Buxus Newport Blue, 2-yr. T. fr. 9 to 12 ins. 75.00

1,500 Callicarpa japonica, 1-yr. seedlings, 6 to 9 ins. 6.00

1,000 Chamaecyparis Boulevard (formerly K&C), 1-yr. T. fr. 9 to 12 ins. 40.00

1,000 Chamaecyparis lutescens, 2-yr. T. fr. 9 to 12 ins. 40.00

1,000 Chamaecyparis plumosa, 2-yr. T. fr. 9 to 12 ins. 40.00

4,000 Cornus floridiana, 1-yr. seedlings, 4 to 6 ins. 6.00

3,000 Cotoneaster divaricata, 2-yr. T. fr. 9 to 12 ins. 30.00

12,000 Cydonia japonica, 1-yr. seedlings, 9 to 12 ins. 4.50

2,000 Cydonia japonica, 1-yr. seedlings, 9 to 12 ins. 4.50

2,000 Ginkgo biloba, 1-yr. seedlings, 9 to 12 ins. 10.00

2,600 Gleditsia triacanthos, 1-yr. seedlings, 6 to 9 ins. 7.50

1,000 Gleditsia triacanthos, 1-yr. seedlings, 6 to 9 ins. 7.50

2,500 Koelreuteria paniculata, 1-yr. seedlings, 6 to 9 ins. 7.50

1,000 Liquidambar styraciflua, 1-yr. seedlings, 6 to 9 ins. 7.50

5,000 Pieris japonica, 1-yr. T. beds, 6 to 9 ins. 16.00

50,000 Rosa multiflora, seedlings, 2 to 5 mm. 2.50

10,000 Rosa multiflora, seedlings, 3 to 6 mm. 3.50

25,000 Rosa multiflora, seedlings, grafting size 5.00

1,000 Sorbus aucuparia, 1-yr. seedlings, 6 to 9 ins. 7.00

1,000 Taxus brevifolia, 3-yr. beds 45.00

2,000 Thuja occidentalis nigra, 2-yr. T. fr. 9 to 12 ins. 40.00

1,700 Tilia cordata, 1-yr. seedlings, 4 to 6 ins. 8.00

9,000 Zelkova serrata (subs. for American Elm), 1-yr. S. 6 to 9 ins. 15.00

(Not subject to Dutch Elm disease.)

BOULEVARD NURSERIES

Newport, R. I.

POTTED LINERS

Satisfaction guaranteed on these fine liners.

Per 100

Ilex cornuta burfordi, 6 to 8 ins. \$12.50

18 to 24 ins. 15.00

Ilex cretica helvetica, 6 to 8 ins. 17.50

Ilex opaca East Palatina, 8 to 12 ins. 20.00

Ilex opaca femina, 8 to 12 ins. 20.00

Juniperus glauca hetzii, 8 to 12 ins. 17.50

Magnolia fuscata, 3-in. pots, 8 to 12 ins. 15.00

12 to 18 ins. 17.50

Osmanthus fragrans, 8 to 12 ins. 15.00

Pyracantha coccinea, 8 to 12 ins. 17.50

Pyracantha grisea, 8 to 12 ins. 17.50

Pyracantha laevis, 8 to 12 ins. 17.50

We also have fine stock of Camellia japonica and Camellia sasanqua in pots. Varieties and prices furnished upon request.

Write for our wholesale catalog.

COTTAGE HILL NURSERY

4000 Japonica Lane Mobile, Ala.

LINING-OUT STOCK

Per 100

Caryopteris \$ 7.00

Euonymus vegetus 7.00

Forsythia Lynwood Gold 10.00

Forsythia Beatrix Farrand 12.00

LINING-OUT LIST
PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

ALL POTTED LINERS ON THIS LIST ARE PRICED FOR SHIPMENT IN PAPER POTS OR CUPS. THOSE WHO PREFER THE ORDINARY METHOD OF PACKING, OMITTING THIS ADDED PROTECTION, MAY DEDUCT 1¢ PER PLANT. THE 100¢ RATE APPLIES ON ALL ORDERS, THEREFORE, PLEASE ORDER IN MULTIPLES OF 25 OR MORE.

EACH, PER 1000

BIOTA AUREA NANA (Berkmans')	
*2 1/2-in. pots	.00 20
BIOTA AUREA PYRAMidalis	
COMPACTA	
2 1/2-in. pots	.18
2 1/2-in. pots	.20
BIOTA BAERI	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
BIOTA BONITA	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
BIOTA SIBYLLI	
2 1/2-in. pots	.18
2 1/2-in. pots	.20
CEDRUS DEODARA	
6x8-in. seedlings	.10
*2 1/2-in. pots	.15
*2 1/2-in. pots	.17
CHAMAECYPARIS LAWSONIANA	
LUMMI (Blue Lawson Cypress)	
2 1/2-in. pots	.18
JUNIPERUS CHINENSIS PFITZERIANA	
2 1/2-in. pots	.16
JUNIPERUS CHINENSIS PFITZER-	
IANA NANA	
2 1/2-in. pots	.20
2 1/2-in. pots	.25
JUNIPERUS CHINENSIS FORTUNEI	
2 1/2-in. pots	.12
JUNIPERUS CHINENSIS VIRIDIFOLIA	
2 1/2-in. pots	.22 1/2
JUNIPERUS COMMUNIS CRACOVIA	
(Polish Juniper)	.15
JUNIPERUS HIBERNICA FASTIGIATA	
2 1/2-in. pots	.15
JUNIPERUS HORIZONTALIS	
PLUMOSA (Andorra Juniper)	.17
JUNIPERUS VIRGINIANA KETELEERI	
2 1/2-in. pots	.20
TAXUS CUSPIDATA	
2 1/2-in. pots	.17
3-in. pots	.20
AZALEA CHRISTMAS CHEER	
2 1/2-in. pots	.15
ABELIA GRANDIFLORA	
2 1/2-in. pots	.14
2 1/2-in. pots	.16
BUXUS SEMPERVIRENS CRONI	
2 1/2-in. pots	.20
2 1/2-in. pots	.22 1/2
BUXUS JAPONICA	
6x8-in. T.T.T. field-grown	.22 1/2
3-in. pots	.25
CAMELLIA SASANQUA (Dawn)	
2 1/2-in. pots	.16
CAMELLIA SASANQUA MAIDEN'S	
BLUSH	
*2 1/2-in. pots	.16
*2 1/2-in. pots	.18
ELEAGNUS FRUITLANDI	
*2 1/2-in. pots	.17
EUONYMUS MICROPHYLLA	
PULCHELLA (dwarf)	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
6x8-in. T.T.T. field-grown	.30
EUONYMUS PATENS, large leaf	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
EUONYMUS RADICANS ERECTA	
2 1/2-in. pots	.16
GARDENIA FORTUNEI	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
GARDENIA RADICANS	
2 1/2-in. pots	.16
ILEX CRENATA ROTUNDIFOLIA	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
ILEX CORNUTA BURFORDII	
6x8-in. transplants	.12
2 1/2-in. pots	.16
2 1/2-in. pots	.17
3-in. pots	.25
ILEX CORNUTA FEMINA	
2 1/2-in. pots	.18
3-in. pots	.25
ILEX CORNUTA, seedlings	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
ILEX OPACA EAST PALATKA	
2 1/2-in. pots	.18
2 1/2-in. pots	.20
ILEX OPACA FEMINA	
2 1/2-in. pots	.30
ILLICIUM ANISATUM	
2 1/2-in. pots	.20
JASMINUM FLORIDUM	
Rooted cuttings	.10
2 1/2-in. pots	.15
LAUROCERASUS CAROLINIANA	
(Cherry Laurel)	
2 1/2-in. pots	.12
2 1/2-in. pots	.15
LIGustrum JAPONICUM	
4x6-in. seedlings	.05
2 1/2-in. pots	.15

(Continued in next column)

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MAHONIA BEALEI	
3-in. pots	.25
NANDINA DOMESTICA	
2 1/2-in. pots	.10
2 1/2-in. pots	.12
3-in. pots	.16
PHOTINIA SERRULATA	
2 1/2-in. pots	.20
PODOCARPUS MACROPHYLLUS	
2 1/2-in. pots	.16
2 1/2-in. pots	.17
PYRACANTHA BELLI	
2 1/2-in. pots	.18
PYRACANTHA COCCINEA LALANDI	
2 1/2-in. pots	.16
2 1/2-in. pots	.18
PYRACANTHA YUNANENSIS	
2 1/2-in. pots	.16
2 1/2-in. pots	.18
TEUCRIUM CHAMAEDrys	
(Dwarf perennial for borders)	
2 1/2-in. pots	.15
6x8-in. T.T.T. field-grown	.25
ACER PALMATUM ATROPURPUREUM	
2 1/2-in. pots	.20
2 1/2-in. pots	.25
3-in. pots	.35
BERBERIS THUNBERGII	
ATROPURPUREUM	
2 1/2-in. pots	.16
CORNUS FLORIDA	
6x8-in. seedlings	.03
8x12-in. seedlings	.04
*2 1/2-in. pots	.15
*2 1/2-in. pots	.16
LONICERA FLAMING BEAUTY	
2 1/2-in. pots	.15
2 1/2-in. pots	.18
MAGNOLIA SOULANGEANA	
*2 1/2-in. pots	.30
MAGNOLIA SOULANGEANA	
ALBA SUPERBA	
*2 1/2-in. pots	.30
MAGNOLIA SOULANGEANA AMABILIS	
*2 1/2-in. pots	.30
MAGNOLIA SOULANGEANA NIGRA	
*2 1/2-in. pots	.30
SPIRAEA ANTHONY WATERER	
2 1/2-in. pots	.10
2 1/2-in. pots	.12

SPECIAL NOTICE: ITEMS MARKED BY ASTERISK (*) DELIVERY LATE SPRING 1957. ALL ITEMS NOT SO MARKED READY FOR IMMEDIATE SHIPMENT OR LATER TO SUIT CUSTOMERS REQUIREMENTS.	
T. G. OWEN & SON, INC.	Columbus, Miss.
EVERGREENS	
Andorra Juniper, 6 to 10 ins., bare-root	.00 06
Andorra Juniper, 6 to 10 ins., bands..	.14 1/2
Blue Hetz Juniper, 6 to 8 ins., bare-root	.07
Dwarf Pfitzer Juniper (nana, Armstrong), 6 to 8 ins., bands ..	.20
Pfitzer Juniper, 6 to 8 ins., bands ..	.14 1/2
Von Ehren Juniper, 8 to 10 ins., bare-root	.06
Spreading Japanese Yew, 6 to 8-in. bands ..	.20
DECIDUOUS, BARE-ROOT	
Hedging, best red, 6 to 10 ins.06
Buddleia, Standard, 6 to 10 ins.06
Chinese Privet, Wayside Gardens shiny, 6 to 10 ins.	.03 1/2
Forsythia Lynwood Gold, 6 to 10 ins.	.06
Forsythia Spring Glory, 6 to 10 ins.	.04
Hypericum Hidcote, 4 to 6 ins.	.08
Spiraea froebeli, 4 to 5 ins.	.03 1/2
BROADLEAFS	
Euonymus coloratus, 6 to 10 ins..	.03 1/2
Euonymus patens, small, medium or large-leaved, 6 to 10 ins.	.04
Pyracantha lalandii, 5 to 6 ins.	.05
Purple-leaved (Texas) Honeysuckle vine, 5 to 6 ins.	.05
Variegated Honeysuckle vine (Goldfinch), 4 to 5 ins.	.06
PERENNIALS	
Lavandula vera04
Phlox subulata Emerald Blue	.03 1/2
Phlox subulata Emerald Pink	.03 1/2
Phlox subulata, best pink	.04
Teucrium chamaedrys	
Less than 300 total order, add 2¢ per plant.	
McLINICH GREENHOUSES	St. Joseph, Mo.

LINING-OUT STOCK

Per 100 Per 1000

Cherry Laurel, 6 to 12 ins....	\$ 2.50	\$20.00
Cherry Laurel, 12 to 18 ins....	4.00	35.00
Cherry Laurel, 18 to 24 ins....	6.00	50.00
American Holly, 3 to 6 ins....	5.00	40.00
American Holly, 6 to 12 ins....	10.00	90.00
Yaupon Holly, 6 to 12 ins....	5.00	40.00
Yaupon Holly, 12 to 18 ins....	7.00	60.00
Magnolia glauca, 3 to 6 ins....	5.00	40.00
Otello grandiflora, 3 to 8 ins....	4.00	35.00
Otello grandiflora, 8 to 12 ins....	6.00	50.00

Box 265 Forest Hill, La.

ILEX ROTUNDIFOLIA

2-yr., bed-grown, \$50.00 per 100.

TAXUS CAPITATA AND HICKSII

2-yr., field-grown, \$1.25 each.

1-yr., field-grown, 75¢ each.

LINING-OUT STOCK OF HARDY AZALEAS

Hinodegirl, 3 to 5, 35¢ each; 4 to 6, 45¢.

Hino-Crimson, 3 to 5, 35¢ each; 4 to 6, 45¢.

Amoena, 3 to 5, 25¢ each; 4 to 6, 45¢.

Otello, 4 to 6, 55¢ each; 6 to 8, 55¢.

DIRKMAAT AZALEA FARM

P. O. Box 453, 516 Stevens Ave.

Ridgewood, N. J.

LINING-OUT STOCK

Cutting-grown transplants.

Elaeagnus pungens	\$0.12 1/2	\$0.15	\$0.17 1/2
Euonymus patens	.10	12 1/2	.15
Feijoia sellowiana	.10	12 1/2	.15
Gardenia florida	.10	12 1/2	.15
Gardenia formosana	.10	12 1/2	.15
Gardenia radicans	.10	12 1/2	.15
Gardenia veitchii	.10	12 1/2	.15
Flex cornuta burfordii	.10	12 1/2	.15
Flex cornuta femina	.10	12 1/2	.15
Flex microphylla	.10	12 1/2	.15
Flex rotundifolia	.12 1/2	.15	.17 1/2
Jasminum primulinum	.10	12 1/2	.15
Ligustrum lucidum	.10	12 1/2	.15
Ligustrum repandens	.10	12 1/2	.15
Magnolia fuscata	.12 1/2	.15	.17 1/2
Pittosporum	.12 1/2	.15	.17 1/2
Pyracantha formosa	.12 1/2	.15	.17 1/2

CAMELLIA SASANQUA

LINING-OUT SIZES

6 to 8 ins.	8-12	12-18	18-24
Annette	\$0.15	\$0.17 1/2	\$0.20
Cinderella	.15	17 1/2	.20
Cleopatra	.15	17 1/2	.20
Mine-no-yuki	.15	17 1/2	.20
Rosea	.15	17 1/2	.20
Setsubugeka	.15	17 1/2	.20
Shishifukujin	.15	17 1/2	.20
Daydream	.15	17 1/2	.20
Empava	.15	17 1/2	.20
Elfiefera	.15	17 1/2	.20
Hime gumi	.15	17 1/2	.20
Beni Kantsubaki	.25	.35	.35
Pink Snow	.25	.35	.35

SEMMES NURSERIES, INC.

Semmes, Ala.

EXTRA FINE LINING-OUT STOCK

Each, 1000

1000 Viburnum mollis, 2-yr., sw, 12 to 18 ins.	7c
300 Viburnum dilatatum, 2-yr., sw, 8 to 12 ins.	12c
900 Prunus tomentosa, 2-yr., seedlings,	6c
500 Euonymus alatus, 2 1/2-in. pots,	18c
1000 Euonymus vegetus, 1-yr., sw, rooted cuttings,	7 1/2c
1000 Euonymus vegetus, 2-yr.,	7 1/2c
5000 Euonymus coloratus, 1-yr., sw, rooted cuttings,	25c
1000 Euonymus coloratus, 2-yr.,	6c
1000 Euonymus coloratus, 2-yr.,	20c
7000 Euonymus col. erectus, 1-yr., sw, rooted cuttings,	6c
1000 Euonymus col. erectus, 2-yr.,	15c
7000 Euonymus col. erectus, 2-yr.,	18c
1000 Euonymus patens, hardy strain, 1-yr., sw, rooted cuttings,	7c
4000 Euonymus radicans Up., Sarcoxie, 1-yr., sw, rooted cuttings,	10c

Free packing for cash with order.

RALPH SYNNESTVEDT & ASSOCIATES

3602 Glenview Road Glenview, Ill.

LINING-OUT STOCK

4 to 6 to 8 to

6X 8X 10X

Per 100	\$17.50
Abelia grandiflora, 1-yr., T.	19.00	\$24.00
Arborvitae boothii comp. Parsons	24.00	\$29.00
Columbia elegansissima	24.00	29.00
Berberis julianae	21.00	26.00	33.00
Ilex crenata bullata	15.00	19.00	23.00
microphylla	18.00	22.00	28.00
Junipers, Andorra	23.00	28.00	33.00
Hetz glaucus	18.50	22.50
Savin	19.00	24.00
Von Ehren	19.00	24.00
Osmanthus aquifolium	19.00	24.00
Retinospora filiformis	19.00	24.00
Thujopsis dolabrata	19.00	24.00
leptophylla	19.00	24.00
leptophylla	12 to 14X	14X	30.00
leptophylla	12 to 14X	14X	30.00
leptophylla	12 to 14X	14X	30.00
No packing charge. Write for complete list.

ESHAM'S NURSERIES

Millsboro, Del.

GOLDEN GOOSE LINERS

For immediate delivery or for reservation.

All quotations are for beautiful lining-out stock, from 2 1/2-in. pots, grown in open beds.

under field conditions and ready for field planting.

TERMS: Packing without cost. 25 per cent with order, balance C.O.D. Minimum 50¢ of a kind, please.

EVERGREEN NURSERIES

Poplar Pike

Germantown, Tenn.

LINING-OUT STOCK—Continued

LINING-OUT STOCK

Per 100 Per 1000

Aronia arbutifolia brilliantissima,	
1-yr. seedlings, 12 to 18 ins.	\$10.00
1-yr. seedlings, 8 to 12 ins.	8.00
Deutzia gracilis, 6 to 8 ins.	8.00
4 to 6 ins.	6.00
Euonymus coloratum, rooted cuttings	8.00
Euonymus vegetus, rooted cuttings	8.00
Pieris japonica, 4 to 6 ins. T.	20.00
peat ball	175.00
2 to 3 ins. T.	8.00
Forsythia Spring Glory, liners, 8 to 12 ins.	10.00
liners, 4 to 6 ins.	6.00

PLANE VIEW NURSERY

West Main Rd., Newport, R. I.

LINING-OUT STOCK

Per 100 Per 1000

From our own, northern Ohio stock plants.	
ROOTED CUTTINGS	Per 100
Ilex aquifolium, male	20.00
Ilex aquifolium, female	20.00
1-YR. BEDDED STOCK	
Ilex aquifolium, male	30.00
Ilex aquifolium, female	30.00
2-YR. BEDDED STOCK	
Azalea mollis	20.00
Rhododendron hybrids, s.	25.00
Ilex rotundifolia	20.00
3-YR. BEDDED STOCK	
Azalea mollis	35.00
Azalea ponticum	35.00
Juniperus hetzii	25.00
Viburnum lantana, tr. br.	20.00

MAHLSTEDE BROS.
5323-5351 Wilson Mills Rd., Cleveland 24, O.

LINING-OUT STOCK

Cutting-grown transplants.

6-8 ins.	8-12	12-18
Buxus harlandi	\$ 2.50
4 to 6 ins.	10.00
Gardenia Mystery	12.50	\$15.00
Gardenia stricta nana	10.00	12.50
Ilex opaca fosteri	15.00	17.50
Ilex opaca howardi	15.00	20.00
Ilex crenata rotundifolia	12.50
4 to 6 ins.	10.00
Ligustrum lucidum	10.00	12.50
Magnolia soulangiana	25.00
Spiraea reevesiana (field-grown)	20.00
Camellia sasanqua rosa	20.00

STEPHENS NURSERIES

Semmes, Ala.

ROOTED CUTTINGS FROM OPEN BEDS

Euonymus, 8000 radicans, upright (Sarcococca); 300 patens, large-leaved; 5000 patens, small-leaved; 350 vegetus, 4000 coloratum, 7c each per 100; 6c each per 1000.

Juniper, 1500 Pfitzer, 500 Blue Pfitzer, 11c each per 100; 10c each per 1000.

Heavy field transplants, 150 Euonymus patens, small-leaved, 12 to 15 ins., 50c each.

1-YR. BEDDINGS

75 Acer campestre, 6 to 12 ins.

400 Acer ginnala, 6 to 12 ins.

600 Acer ginnala, 12 to 18 ins.

400 Acer platanoides, 6 to 12 ins.

Prices include packing and delivery. Cash with order, please.

EDGAR C. FOX NURS., Humanasville, Mo.

BOKA NURSERY

Onarga, Ill.

Phone AM 8-7267

LINING-OUT STOCK

Per 100 Per 1000

Ilex glabra, heavy, 2-yr. transplants	40.00	\$350.00
Ilex rotundifolia, strong 2-yr. transplants, 6 to 9 ins.	40.00	350.00
Prunus tomentosa (Nanking Cherry), 1-yr. seedlings, 6 to 10 ins.	10.00	75.00
Viburnum carlesii, 2-yr. seedlings, 8 to 12 ins.	30.00	250.00
Strong 4-yr. transplants, 15 to 18 ins., branched, field rows suitable for mail order	75.00	600.00

C. HOOGENDOORN
Turner Rd., Newport, R. I.

FINER LINERS

OF ORNAMENTAL ARISTOCRATS

The best is always a bargain. Our liners are FINER LINERS because of our generations of experience. Let us send you our new spring, 1967 catalog which lists seeds to field-grown transplants and specimen ornamentals. Come see us if you can.

JOHN VERMEULEN & SON, INC.
Phone FOx 9-5211
Neshanic Station, N. J.

EVERGREEN LINERS

Per 100

Pfitzer, 4-yr., XX, heavy, sheared, 12 to 15 ins.	\$55.00
Pfitzer, 3-yr., XX, 9 to 12 ins.	40.00
Von Ehron, XX, heavy, 12 to 15 ins.	55.00

EUROPEAN WHITE BIRCH LINERS

Per 100

2 to 3 ft.	\$16.00
3 to 4 ft.	26.00
4 to 5 ft.	40.00

These are fine for trees.

Deduct 10 per cent for cash with order.

DAMASCUS NURSERIES

Damascus, O.

LINING-OUT STOCK

4 to 6 ins. 6 to 8 ins.

Buxus japonica	.6c
Buxus harlandi	.6c
Gardenia radicans	.6c
Gardenia veitchii	.10c
Burford Holly	.8c
Ilex aquifolium	.8c
Ilex rotundifolia	.8c
Ligustrum lucidum	.8c
Pittosporum	.8c
Woodward Globe Arborvitae	.8c

FLOWERWOOD NURSERY, INC.

P. O. Box 185 Cairo, Ga.

EUONYMUS VEGETUS

From strong rooted cuttings, transplanted from rooting medium into beds and grown ONE FULL year.

14c each, up to 500; 12 1/2c each, over 500.

Please send remittance with order unless credit is established with us. 2 per cent off and free packing. F.O.B. here.

MENTOR ROSE GROWERS, INC.

445 Little Mt. Rd. Mentor, O.

ROOTED CUTTINGS

Pfitzer Juniper, 5c; Abellas, 4c; Euonymus japonicus, 4c; Pyracantha laalandi, 5c; 2 1/2-in. pots; Pfitzer Juniper, 10c; some extra nice Pfitzers, 8 to 15 ins., 12 1/2c; Euonymus japonicus, 10c; large red-berried Pyracantha, 10c; Pyracantha laalandi, 10c; Burford Holly, 10c.	
CARDEN'S NURSERY AND CUT FLOWERS	Fort Smith, Ark.

HEAVY CUTTINGS FROM COLD FRAME

Teucrium chamaedrys, Lonicera yunnanensis, Euonymus microphyllus, \$5.00 per 100.

Improved vicari golden Privet.

This improved type will hold its leaves almost all winter. \$6.00 per 100.

WARREN & SON NURSERY

Rt. 11, Box 512 Oklahoma City 10, Okla.

LINING-OUT STOCK

Per 100

Spiraea Anthony Waterer, transplants, 6 to 8 ins.	
Viburnum lantana, 2-yr., 6 to 8 ins.	10.00
JOHN BOOS NURSERY, CLYDE, O.	

LINING-OUT STOCK

See our display ad, page 90, for special listing of stock available.

FORREST KEELING NURSERY

Elisbury, Mo.

MAGNOLIAS

MAGNOLIA GRANDIFLORA

2 1/2-in. pots, potted last spring. 4 to 8 ins. high. \$15.00 per 100. Shipped in clay pots unless instructed to remove. \$140.00 per 1000 here, you pick up in gallon cans, 18 ins. to 3 ft. high. Not heavy leaf, excellent item for large cans of field, 60c each; no shipping for this item. Many sizes in field. B&B. Interested in outstanding specimen trees. Cash and no charge for packing.

HARWELL NURSERY, VAN BUREN, ARK.

Magnolia grandiflora, sturdy liners, 6 to 8 ins.

high, \$20.00 per 100.

Oriental Magnolias, soulangiana, rustica rubra, Lombardy rose, lennel and alba superba, 12 to 18 ins., 60c each per 100.

Mrs. R. L. Robinson, Greenville, Ga.

ORIENTAL MAGNOLIAS

Soulangiana, 2 1/2-in. pots

soulangiana nigra, 2 1/2-in. pots

Welch Bros. Nursery Wilmer, Ala.

MAPLES

NORWAY MAPLE

Straight trunks. Fine heads. Very fibrous roots.

10-49 50-250

6 to 8 ft. \$ 3.00 \$ 2.50

8 to 10 ft., 1 to 1 1/2-in. 4.40 3.50

9 to 11 ft., 1 1/2 to 1 1/2-in. 6.00 5.00

10 to 12 ft., 1 1/2 to 1 1/2-in. 8.80 7.00

11 to 13 ft., 1 1/2 to 2-in. 11.00 9.00

PRINCETON NURSERIES

Princeton, N. J.

500 SILVER MAPLE

Nursery-grown transplants, 6 to 9 ft. \$10.00 per 10, \$30.00 per 100. Trees are well-rooted, branched and straight, excellent for lining-out or sales yard.

Free packing, 25 at 100 rate.

AMMON NURSERY

Phone ATlantic 3-1807 Florence, Ky.

MAPLES

MAPLES

Sugar and Norway Maples, 8 to 10 and 10 to 12 ft. Nice trees, priced right. Send for spring list of specimen ornamentals, and liners of broadleaf Evergreens and Azaleas.

THE TANKARD NURSERIES

Exmore, Va.

Collected Sugar Maple	100	1000
2 to 3 ft.	\$12.00	\$100.00
3 to 4 ft.	30.00	250.00
4 to 6 ft.	60.00	500.00
6 to 8 ft.	\$18.00	per 10, \$150.00 per 100.

Enterprise Nursery, Looneyville, W. Va.

COLLECTED ACER

RUBRUM AND SACCHARINUM, from whip-to 4-in. caliper.

CURTIS NURSERIES, INC.

Callicoon, N. Y.

PACHYSANDRAS

PACHYSANDRAS

Out of 2-in. pots, \$12.00 per 100, \$100.00 per 1000.	
F.O.B. Elizabeth, N. J.	

DELAWARE VALLEY NURSERY

948 N. Broad St. Elizabeth, N. J.

PACHYSANDRAS

Strong rooted cuttings, \$4.25 per 100, \$40.00 per 1000.

DUNWOODIE NURSERIES

6 Smart Ave. Yonkers, N. Y.

PACHYSANDRA TERMINALIS

Strong 1-yr. field-grown, \$65.00 per 1000.

HILLCREST GREENHOUSES, Franklin, Pa.

PACHYSANDRA TERMINALIS

Lexington, Ky.

PEONIES

PEONIES

Strong, healthy, cut from young stock.

3 to 5-eye, 30c; 2 to 3-eye, 25c.

3 to 2 to 2 1/2 5-eye 3-eye

Baroness Schroeder	70
Bunker Hill	270
Duchess of Portland	100
Felix Crouse	70
Festiva Maxima	135
Karl Rosefield	145
Lady Alexandra Duff	280
L'Etincelle	25
Longfellow	125
Martha Bullock	25
Mary Brand	50
Mrs. Jules Elie	100
Nippon Beauty	50
Ruigegno	55
Samuel Hughes	100
Solange	25
The Moor	150
Toro-no-maki	200
Venus	280

Would sell the entire lot for 5c less per plant. ACT QUICKLY.

HILLEMEYER NURSERIES

Lexington, Ky.

PEONY ROOTS

High grade, northern-grown, 3 to 5 eyes.

Each, 10 100

Festiva maxima, white	\$45	\$40
Duluth, white	.65	.60
Elsa Sasse, white	1.10	1.00
Myrtle Gentry, light pink	.75	.65
Minuet, light pink	.90	.80

Loren Franklin, dark pink

Mammont Rose, dark pink

Bianchi King, dark pink

Lord Dethleffsen, red

Mary Brand, red

Philippe Rivoire, red

Bonanza, red

... 25 at 100 rate.

LANDEY'S NURSERY

Minneapolis 8, Minn.

DRAFTED TREE PEONIES

RED, WHITE, PINK, PURPLE

1-yr. \$10.00 per 10, \$85.00 per 100.

2-yr. \$15.00 per 10, \$125.00 per 100.

You may have a yellow Tree Peony for \$2.50, with each order; separately, \$5.00 each.

ATHA GARDENS, West Liberty, O.

PHLOX

HARDY PHLOX

Strong 1-year-old plants for immediate delivery.

10,000 Phlox Tenor, rose-red	100	25</

SHRUBS and TREES—Continued

POTTED GRAFTS, 1-YR.

	Per 100
Acer palmatum atropurpureum	\$75.00
Acer palmatum atropurp. dissectum	75.00
Fagus sylvatica riversi	75.00

ROOTED CUTTINGS, 1-YR. BEDDED

	Per 100 Per 1000
Buxus sempervirens, 4 to 6 ins.	\$10.00 \$90.00
Ilex bullata, 4 to 6 ins.	10.00 90.00
Ilex crenata, 5 to 8 ins.	10.00 90.00
Juniper, hibernica, 5 to 8 ins.	10.00
Juniper, Pfitzer, 2 to 6 ins.	12.00 100.00
Ilex glabra, 4 to 6 ins.	10.00
Magnolia soulangeana, 2-yr. cuttings, in pots, 18 to 24 ins., branched 75.00	75.00
Magnolia soulangeana nigra, 2-yr. cuttings, in pots, 18 to 24 ins., br.	75.00
Pachysandra	4.00
Pachysandra	35.00
Retinocarpia plumosa aurea, 6 to 8 ins.	10.00 90.00
Retinocarpia plumosa, 6 to 8 ins.	10.00 90.00
Taxus brevifolia, 4 to 6 ins.	10.00 90.00
Taxus capitata, tips, 6 to 8 ins.	15.00
Taxus compacta, 4 to 6 ins.	15.00 125.00
Taxus cuspidata, 4 to 6 ins.	10.00 90.00
Taxus ovata, 4 to 6 ins.	15.00 125.00
Thuja globosa, 5 to 8 ins.	10.00 90.00
Thuja vernaeanas, 5 to 8 ins.	10.00

1-YR. SEEDLINGS

	Per 100 Per 1000
Cornus florida	\$5.00 \$40.00
Taxus capitata	5.00 40.00
Taxus capitata, transplants	6.00 50.00

2-YR. SEEDLINGS

	Per 100 Per 1000
Azalea mollis, 2-yr. transp.	\$15.00
Balsam Fir, 3 to 5 ins.	4.00 \$35.00
Picea excelsa, 4 to 6 ins.	3.50 25.00
Picea pungens glauca, 3 to 5 ins.	4.00 35.00
Picea (White Spruce), 4 to 6 ins.	3.50 25.00
Pinus strobus, 4 to 6 ins.	3.50 25.00
Pinus sylvestris, 4 to 6 ins.	3.50 25.00
Thuya occidentalis, 4 to 6 ins.	5.00 40.00
Thuya orientalis, 4 to 8 ins.	3.50 30.00
Tsuga canadensis, 3 to 4 ins.	6.00 50.00
Taxus capitata, 4 to 6 ins.	7.00 60.00

In large quantity, special price.
Ilex crenata, 4 to 6 ins.

	5.00 40.00
3-YR. SEEDLINGS, TRANSPLANTED	

	Per 100 Per 1000
Taxus capitata, 4 to 8 ins.	\$12.00 \$100.00
Tsuga canadensis, 4 to 7 ins.	8.00 70.00
Douglas Fir, 5 to 8 ins.	6.00 50.00
Euonymus natus, 5 to 8 ins.	6.00 45.00

AZALEAS, 2-YR. TRANSPLANTS

	Per 100
Hinodegiri	\$40.00

4-YR. TRANSPLANTS

	Per 100 Per 1000
Picea (White Spruce), 6 to 8 ins.	\$6.00 \$50.00
Picea rubens, 6 to 8 ins.	12.00
Tsuga canadensis, 5 to 8 ins.	10.00 95.00
Tsuga canadensis, 8 to 10 ins.	15.00 140.00
Tsuga caroliniana, 6 to 8 ins.	10.00
Thuya occidentalis, 6 to 10 ins.	10.00 90.00

ROOTED CUTTINGS, TRANSPLANTED

	IN PLATS Per 100 Per 1000
Azalea Hino-Crimson	\$12.00 \$100.00
Azalea Hinodegiri	12.00 100.00
Euonymus japonicus	12.00 100.00
Pieris japonica	12.00 100.00

POTTED GRAFTS FOR MAY DELIVERY

	Per 100
Acer palmatum atropurpureum	\$6.00
Acer palmatum atropurpureum	dissectum
Fagus sylvatica aenipolia	65.00
Fagus sylvatica pendula	65.00
Fagus sylvatica fastigiata	65.00
Fagus sylvatica riversi	65.00
Picea pungens moerheimii	100.00
Picea pungens kosteriana	100.00
Pine, Tanyocho	50.00
Tsuga canadensis sargentii	50.00

VAN DINE NURSERY

	Berdan Ave. Freeness, Paterson, N. J.
COMPACT, B&B PLANTS	

	100 Cherry Laurel, 3 to 4 ft.
	\$1.50
	200 Cherry Laurel, 4 to 5 ft.
	2.00
	500 Ilex burfordi, 2 to 2½ ft.
	2.50
	500 Ilex burfordi, 2½ to 3 ft.
	3.00
	1000 Cornus florida, 4 to 8 ft.
	3.00
	500 Magnolia grandiflora, 2 to 8 ft.
	2.50

F.O.B. Cash.

TAYLOR'S NURSERY
R. S. Wendell Highway, Raleigh, N. C.
Phone Te. 3-9456

MUST BE MOVED THIS SPRING

600 Euonymus europaeus, 3 to 4 ft.	
very nice, \$65.00 per 100.	
1600 Sugar Maple liners,	
4½ to 6 ft.; good caliber;	
nursery-grown, \$22.50 per 100.	

NATIVE SUGAR MAPLE SEEDLINGS

2 to 3 ft.	\$125.00 per 1000
3 to 4 ft.	140.00 per 1000
4 to 5 ft.	150.00 per 1000
5 to 7 ft.	195.00 per 1000

Also hundreds of Sugar Maple, 1½ to 4 ins.; Red Silver Maple, 1½ to 4 ins.

Stock must be picked up.

JOHN L. KOKOWSKI NURSERY
2056 College Ave., S. E., Grand Rapids, Mich.

Phone GL 2-7218

SEEDLINGS, TRANSPLANTS

	Per 100 Per 1000
Taxus capitata	
2-yr., 3 to 6 ins.	\$10.00 \$90.00
3-yr., 6 to 8 ins.	16.00 120.00
Austrian Pine	
2-yr., 4 to 8 ins.	4.00 25.00
3-yr., 8 to 12 ins.	5.00 35.00
Scotch Pine	
2-yr., 4 to 8 ins.	4.00 25.00
Mountain Pine	
2-yr., 2 to 4 ins.	4.00 25.00
3-yr., 4 to 8 ins.	6.00 40.00
Engelmann Spruce	
2-yr., 2 to 4 ins.	4.00 25.00
3-yr., 3 to 6 ins.	6.00 35.00
Norway Spruce	
2-yr., 3 to 6 ins.	4.00 20.00
5000 or more graded, \$15.00 per 1000.	
5000 or more run of beds, \$12.50 per 1000.	
3-yr., 6 to 12 ins.	5.00 30.00
12 to 18 ins., T.	25.00 200.00
Juniper chinensis	
2-yr., 4 to 8 ins.	6.00 40.00
Juniper virginiana	
2-yr., 4 to 8 ins.	4.00 30.00
2-yr., 8 to 12 ins.	6.00 40.00
American Thuya	
3-yr., 4 to 8 ins.	6.00 40.00
Douglas Fir	
2-yr., 4 to 8 ins.	5.00 25.00
3-yr., 4 to 8 ins.	6.00 30.00
Canada Hemlock	
2-yr., 4 to 8 ins.	8.00 40.00
Larch decidua	
2-yr., 8 to 12 ins.	4.00 30.00
Mountain Ash	
1-yr., 8 to 12 ins.	6.00 40.00
1-yr., 12 to 18 ins.	8.00 50.00
2-yr., 2 to 3 ft.	25.00
2-yr., 3 to 4 ft.	35.00
2-yr., 4 to 5 ft.	50.00
2-yr., 5 to 6 ft.	65.00
2-yr., 6 to 7 ft.	75.00
2-yr., 7 to 8 ft.	85.00
2-yr., 8 to 9 ft.	95.00
2-yr., 9 to 10 ft.	105.00
2-yr., 10 to 12 ft.	115.00
2-yr., 12 to 14 ft.	125.00
2-yr., 14 to 16 ft.	135.00

	Per 100 Per 1000
Viburnum dentatum	
2-yr., 12 to 24 ins.	10.00
White Dogwood	
1-yr., 8 to 12 ins.	4.00 25.00
1-yr., 12 to 15 ins.	6.00 45.00
Complete catalog on request.	

HEARSHUS

247 Freeport Rd., Butler, Pa.

HEASLEY'S NURSERIES

247 Freeport Rd., Butler, Pa.

SCIALEOPITYS VERTICILLATA (Umbrella Pine)

2-yr. plants, well rooted, in 2½-in. pots, \$45.00 per 100.

Hardy, grown in outside frames.

Jap. Andromeda (Pieris japonica), seedlings, 1 to 2 ins., \$6.00 per 100, \$50.00 per 1000.

Lining-out Azalea Hinodegiri, 2-yr., T. beds, 4 to 6 ins., \$50.00 per 100, \$450.00 per 1000.

Ilex glabra, heavy-rooted, 2½-in. pots, from cuttings, 1-yr. This variety is nice, compact, low bushy type, \$18.00 per 100, \$125.00 per 1000, 2000 or more, \$100.00 per 1000.

For delivery conditions, see our Rhododendron and Azalea display ad, page 56, March 1 issue.

HOLLAND NURSERY PRODUCTS

P. O. Box 339, Madison Square Station

New York 10, N. Y.

LANDSCAPE MATERIAL, B&B AND F.O.B.

FAGUS SYLVATICA

75 2 to 3 ins., 12 to 16 ft. tall

WHITE PINE

100 10 to 12 ft.

100 12 to 14 ft.

100 14 to 16 ft.

THUJA NIGRA

200 12 to 15 ft.

EUONYMUS ALATUS COMPACTUS

230 2 to 2½ ft.

250 2½ to 3 ft.

60 3 to 3½ ft.

JUNIPERUS VIRGINIANA GLAUCA

42 3 to 3½ ft.

82 3½ to 4 ft.

82 4 to 4½ ft.

48 4½ to 5 ft.

43 5 to 5½ ft.

THE PETER CASCIO NURSERY

2600 Albany Ave., West Hartford 7, Conn.

FLOWERING TREES

Priced to sell quick.

Double red-flowering Peach (tied 25)

18 to 24 ins.

2 to 3 ft.

Neopanax purple-leaved Plum (tied 25)

18 to 24 ins.

2 to 3 ft.

Pink-flowering Dogwood, 2 and 3-yr.

2 to 3 ft. br.

3 to 4 ft. br.

4 to 5 ft. br.

5 to 6 ft. br.

White-flowering Dogwood, 2 and 3-yr.

2 to 3 ft. br.

3 to 4 ft. br.

4 to 5 ft. br.

5 to 6 ft. br.

6 to 7 ft. br.

7 to 8 ft. br.

8 to 9 ft.

9 to 10 ft.

10 to 12 ft.

12 to 15 ft.

15 to 18 ft.

20 to 25 ft.

25 to 30 ft.

30 to 35 ft.

35 to 40 ft.

40 to 50 ft.

50 to 60 ft.

60 to 70 ft.

70 to 80 ft.

80 to 90 ft.

90 to 100 ft.

100 to 120 ft.

120 to 150 ft. . . .

	2-YEAR CUTTINGS FROM BEDS
	Spaced in 12 and 24-in. rows. Excellent for hedging, potting or heavy liners.
	FORSYTHIAS
300	Spring Glory, 2 to 2½-ft. \$0.25
50	Lynwood Gold, 2 to 2½-ft. .25
	CLAVEY'S DWARF HONEYSUCKLE
50	15 to 18 ins. .25
750	12 to 18 ins. .20
2000	9 to 12 ins. .15
	PRIVET, VULGARE PYRAMIDAL
500	8 to 12 ins. .15
	LYTHRUMS
50	Dropmore, purple; No. 1. .18
100	Morden Gleam, No. 1. .18
50	Morden Pink, No. 1. .18
75	Prolific, No. 1. .18
20	Robert, No. 1. .18
	LINN COUNTY NURSERIES
	Center Point, Ia.
	2-YEAR, FIELD-GROWN SHRUBS Each
	Hydrangea P.G., 2 to 3 ft. .30c
	Hydrangea P.G., 2 to 4 ft. .40c
	Hydrangea Nikko Blue, No. 1. .60c
	Buddleia, blue (purple), med. .20c
	Buddleia Charming (pink), med. .25c
	Euonymus alatus compacta. .20c
	Cyclonia japonica, common; 18 to 24 ins. .22c
	Perv. Regals, 2 to 3 ft. spread. .25c
	Viburnum tomentosum, 18 to 24 ins. .25c
	Viburnum tomentosum, 2 to 3 ft. .30c
	Deutzia gracilis, heavy, 3-yr., 9 to 12 ins. .20c
	List of other offerings on request.
	CONGDON'S WHOLESALE NURSERY
	North Collins, N. Y.

EVERGREENS, WHOLESALE

A wide selection of Evergreen seedlings and transplants also hardwoods, shade trees, ornamentals, shrubs and flowering trees. Our selected stock, with sound heredity and scientific culture, assures healthy trees with heavy roots for rapid growth.

Musser offers quality trees at a price made possible through large quantity production. Our cold storage permits late shipments. No charge for packing and boxing. Ask for complete catalog and wholesale planting lists.

Our ad, which appears on pages 42 and 43 of this issue, shows a partial list of seedlings and transplants.

MUSSER FORESTS

Box 16-CC	Indiana, Pa.
LINING-OUT SHRUBS	
Per 1000	
DEUTZIA GRACILIS	
4 to 6-in. transplants	\$100.00
DEUTZIA GRACILIS ROSEA	
6 to 12-in. transplants	100.00
VIBURNUM STERILE	
4 to 5-in. transplants	100.00
VIBURNUM TOMENTOSUM	
12 to 18-in. transplants, 2-yr. .150.00	
VIBURNUM TOMENTOSUM	
10 to 12-in. transplants .120.00	
WEIGELA, VARIEGATED-LEAVED	
6 to 12-in. transplants .100.00	
L. P. BRICK NURSERIES	
Painesville, O.	
SHRUBS AND TREES	
Supplus list. .100	
Hydrangea A. G. 3 to 4 ft. .50.00	
Cotoneaster divaricata, 18 to 24 ins. .50.00	
Spiraea thunbergii, 2 to 3 ft. .50.00	
Chokeberry, 2 to 3 ft. .50.00	
Spiraea Blue Mist, 3 to 4 ft. .50.00	
Brook Euonymus, 2 to 3 ft. .50.00	
Alpine Currant, 15 to 18 ins. .30.00	
Alpine Currant, 18 to 24 ins. .40.00	
Alpine Currant, 24 to 30 ins. .50.00	
Spiraea Anthony Waterer, 3-yr., heavy liners .25.00	
HOPPERTON NURSERY	
P. O. Box 65 Naperville, Ill.	
NURSERY-GROWN SEEDLINGS	
Red Oak (<i>Quercus borealis maximina</i>), 6 to 14 ins. .15.00	
Pin Oak (<i>Quercus palustris</i>), 4 to 10 ins. .15.00	
White Ash (<i>Fraxinus americana</i>), 6 to 14 ins. .15.00	
Red or Sweet Gum (<i>Liquidambar styraciflua</i>), 4 to 10 ins. .15.00	
Oriental Arborvitae (<i>Thuja orientalis</i>), 6 to 12 ins. .15.00	
\$4.00 per 100, \$35.00 per 1000.	
Rosa multiflora, Japonica, 6 to 10 ins. .15.00	
\$10.00; 10 to 15 ins. \$25.00.	
STANLEY J. HENSLER, HAMLET, IND.	
Forester-Nurseryman	

Shrubs and Trees	Per 100
Izalea mollis, 10 to 12 ins. .45.00	
Izalea mollis, 12 to 15 ins. .65.00	
Izalea mollis, 15 to 18 ins. .85.00	
Rhododendron cyathig. adspic. from reds, 12 to 15 ins. .110.00	
Taxus cuspidata, 2-yr. transplants .30.00	
Taxus cuspidata, rooted cuttings .11.00	
Taxus baccata, 2-yr. transplants .35.00	
Juniper, Andorra, 1-yr. .15.00	
Lilac, 15 vars.; 1-yr. 12 ins. up .27.50	
Cash with order receives free packing. Lincoln Nursery, Grand Rapids 4, Mich. .100.00	

MIMOSAS

4 to 8 ft., 85c each, \$75.00 per 100.
8 to 6 ft., 65c each, \$50.00 per 100.

Have some 3000 2 and 3-yr.-old.
No charge for packing by truck, otherwise we charge cost.

PIGGOTT NURSERY CO.
Piggott, Ark.

Landscape material:
Junipers, chinensis fitzgeraldiana, 18 to 24 ins., B&B, \$1.85; 30 to 36 ins., B&B, \$2.50; glauca hetzii, 30 to 36 ins., B&B, \$1.90.
Lonicera fragrantissima, 18 to 24 ins., br., 25c.
Spiraea vanhouttei, 24 to 36 ins., br., 30c.
Hydrangea quercifolia, 24 to 36 ins., br., 55c.
Douglasia patens, 24 to 36 ins., B&B, \$1.00.
Weigela rosea, 15 to 18 ins., br., 20c.
Buddleias, lav. and purple, 24 to 30 ins., 20c.
Sunset Nursery, R. 7, Cullman, Ala. Phone 297R2.

B&B STOCK

Pyramidal Arborvitae, 3 to 6 ft.

Taxus capitata, 3 ft.

Taxus cuspidata, 3 ft.

Azaleas, Hino-Crimson, Gable, Kaempfer, 12 to 30 ins.

Hybrid Rhododendrons, red and pink, 2 to 3 ft.

Pink Dogwood, 4 to 6 ft.

THE HOLLY NURSERY

Saddle River, N. J.

Phone Davis 7-1461

SWEET GUM

Straight trunks, well-branched.

Each 6 to 8 ft., 1½ to 2 in., B&B. \$4.00

8 to 10 ft., 2 to 2½ in., B&B. .6.00

10 to 12 ft., 2 to 2½ in., B&B. .8.00

12 to 15 ft., 2½ to 3 in., B&B. .12.00

15 to 18 ft., 3 to 3½ in., B&B. .16.00

F.O.B. here.

EDGEWOOD NURSERY

R. 1, Box 75B Bayside, Va.

FLOWERING CRABS

40 varieties, best of the old and newer varieties. 1-yr. whips and branched. Also 3-yr. once transplanted, 6 to 8 ft. Descriptive booklet available.

THUNDERCLOUD PURPLE-LEAVED PLUM

1-yr., well-branched, sizes to 6 ft. and over.

SIMPSON ORCHARD CO.

U. S. 50 E. Vincennes, Ind.

CORKSCREW WILLOW

(*Salix matsudana tortuosa*)

Have about 200 trees, 5 to 8 ft., heavy, well branched. This is a novel tree with every branch twisting like a corkscrew. Will make special price to buyer that can use the lot.

4 to 5 ft., \$20.00 per 10.

6 to 8 ft. (1 to 1½-in. cal.), \$30.00 per 10.

THE MOSES NURSERIES

Lima, N. Y.

QUALITY STOCK

QUERCUS PALUSTRIS (Pin Oak), 2 to 3 ft., 50c; 3 to 4 ft., br., 75c; 4 to 5 ft., \$1.00; 5 to 6 ft., \$1.25; 6 to 8 ft., \$2.00.

IBOLIUM PRIVET, 1-yr., 9 to 18 ins. \$35.00 per 1000. 2 branches.

Free packing when cash accompanies order; all other at cost.

PAUL'S NURSERY

R. D. 3 Shelby, O.

SURPLUS

Straight stemmed, XX transplanted.

200 Chin. Elm, 8 to 10 ft. .13.35

200 Silver Maple, 8 to 10 ft. .13.35

100 Sycamores, 6 to 8 ft. .12.50

200 Red Maples, 6 to 8 ft. .11.50

200 Pitts. Juniper, 30 to 36 ins. .15.00

300 Andorra Juniper, 30 to 36 ins. .15.00

STRONGMILLER'S NURSERY

Mountain Home, N. C.

Phone 32161

Surplus

Straight stemmed, XX transplanted.

200 Chin. Elm, 8 to 10 ft. .13.35

200 Silver Maple, 8 to 10 ft. .13.35

100 Sycamores, 6 to 8 ft. .12.50

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200 Pitts. Juniper, 30 to 36 ins. .15.00

300 Andorra Juniper, 30 to 36 ins. .15.00

STRONGMILLER'S NURSERY

Mountain Home, N. C.

TAXUS**TAXUS LINERS**

Potted liners in 2½ and 3-in. pots; 1 yr. under lath.	Per 100	Per 1000
Taxus hicksii \$20.00	\$180.00	
Taxus cuspidata 20.00	180.00	
Taxus brownii 20.00	180.00	
Taxus wardii 20.00	180.00	
Taxus andersonii 20.00	180.00	

Rooted cuttings

Taxus hicksii 12.00	100.00	
Taxus cuspidata 12.00	100.00	
Taxus brownii 12.00	100.00	

Terms: 3 per cent discount for cash with order. No charge for packing and boxing.

FLORENCE NURSERY

Box 507

Florence, Ky.

TAXUS

2-yr.-old liners, transplanted, field-grown. Certified nursery stock.

Ship beetle zone, outside beetle zone.

Hattfield
Cuspidata capitata, rooted from leaders
Cuspidata, spreading
Moon, upright
Hicksii

Free packing.

\$40.00 per 100, \$360.00 per 1000.
LARRY'S NURSERIES, INC.
960 Reservoir Ave. Cranston, R. I.

TAXUS CUSPIDATA CAPITATA

Grown from Jap. seed.

1-yr. seedlings, \$40.00 per 1000.

2-yr. seedlings, \$75.00 per 1000,

\$65.00 per 1000, 10,000 up.

3-yr. transplanted seedlings,

\$15.00 per 100, \$120.00 per 1000.

Rooted Taxus cuttings and 1-yr. bedded,

in all leading varieties.

Ask for special quantity price.

NURSERY SALES, INC.

P. O. Box 295

525 Stevens Ave. Ridgewood, N. J.

TAXUS CAPITATA

Strong 2-yr. seedlings, seeds sown lightly, plants grown with plenty of room in beds.

\$15.00 per 100, \$125.00 per 1000.

C. HOOGENDOORN NURSERIES

Newport, R. I.

TRITOMAS

TRITOMA PFITZERI (RED-HOT POKER)

No seedlings. True all fall blooming. The exclamation point of the garden.

100 strong plants, \$15.00; 250 strong plants, \$30.00; 1000 strong plants, \$100.00. Larger quantities, ask for price.

JOHN M. ELZINGA

P. O. Box 142 Benton Harbor, Mich.

VEGETABLE PLANTS**1957 WHOLESALE PRICE LIST****VEGETABLE PLANTS**

Plant variety	Date ready	Per 1000
Cabbage	Now	\$2.00
Collard	Now	2.00
Onion	Now	1.50
Lettuce	Now	4.00
Broccoli	Now	4.00
Cauliflower	Now	4.00
Pepper	Apr. 15	4.50
Eggplant	Apr. 15	4.50
Tomato	Apr. 15	3.75
Hybrid Tomato	Apr. 15	5.00
Sweet Potato	Apr. 15	7.00

All above prices f.o.b. Albany. Leading varieties. Write for catalog. Large, fresh plants. Prompt shipment. Write or wire.

PIEDMONT PLANT CO.

Dept. 905 Albany, Ga.

Surplus Stock can be easily and quickly turned into Cash

by listing it in the American Nurseryman Classified Ads

SUPPLIES**FERTILIZERS****PETERS SPECIAL SOLUBLE FERTILIZERS**20-20-20, the best general purpose feed
21-7-7 Azalea Acid (for hard-water sections)
21-7-7 Azalea Nitrogen (for normal water)
All above, \$6.50 per 25-lb. bag.
\$22.00 for 4 25-lb. bags.**PETERS SPECIAL UREAFORM FERTILIZERS (NON-SOLUBLE)**13-6-6 Organic Special. Ureaform Nitrogen and natural organics. A pot-plant special dry feed. Non-soluble.
\$7.50 per 25-lb. bag.
\$25.00 for 4 25-lb. bags.Du Pont Uramite. 38 per cent nitrogen from ureaformaldehyde.
(\$12.00 per 50-lb. bag.)All above material is F.O.B. Allentown.
ROBERT B. PETERS CO.
737 N. 7th St. Allentown, Pa.

Small Ads Do Great Things in the American Nurseryman Classified Section.

VINCAS**HARDY VINCA MINOR**

Strong plants from field clumps, excellent foliage and roots, first-class stock, 10 to 15 stems, \$9.50 per 100, prepaid; \$10.00 per 1000; 5000 or more, \$75.00. F.O.B. here. Prompt shipment.

PEEKSKILL NURSERIES, Shrub Oak, N. Y.

Hardy Myrtle (Vincas minor), plants with 20 leads or more and good roots, \$5.00 per 100, \$45.00 per 1000. Cash. Samuel L. Minder, 305 Euclid Ave., Lancaster, Pa.

VINES**CLEMATIS VINES****JACKMANI (purple)**3-in. pot plants \$5.50 \$50.00
Dormant plants 7.00 65.00PANICULATA (small white flowers) 2-yr., No. 1 \$4.50 \$40.00
2-yr., No. 2 3.50 30.00

We grow a general line of nursery stock. Write for new complete price list.

SHERMAN NURSERY CO.

Charles City, Ia.

MISCELLANEOUS**PEACH TREE SALE**

Elberta, Redhaven, Belle of Georgia.

Finest quality, irrigated stock.

Guaranteed to please you.

4 to 5 ft., 9/16 to 11/16, \$25.00 per 100.
5 to 6 ft., 11/16 up, \$30.00 per 100.

No charge for packing.

25 per cent with order.

CLINGER'S NURSERY

Highway 71 West Rogers, Ark.

GRASS

Spring, 1957, delivery.

BERMUDA GRASS ROOTS

\$3.00 per bu.

F.O.B. Murfreesboro, Tenn.2-in. up \$5.00 each
3-in. up 7.00 up

ARNOLD'S NURSERY

Mounted Route Murfreesboro, Tenn.

Evergreens, B&B: Pines, Junipers and Arborvitae. Some large sizes.

Shade trees, Gladiolus bulbs, Dahlias and hardy Chrysanthemums.

Nagle's Nursery, Decatur, Mich.

WANTED**WANTED**

100 or more Sunrise Rhubarb.

For delivery before May 5.

Must be dormant at shipping date.

NORTHERN LIGHTS FARM & NURSERY

Box 1196 Fairbanks, Alaska

WANTED

Buyers of Scotch Pine seedlings in large quantities. It will pay you to answer this ad.

FLICKINGER'S NURSERY

Sagamore, Pa.

Wanted to buy—Choice finished landscaping material; cash and carry heavy liners. Quote quantity, size and price.

American Nursery, 5-16 Saddle River Rd., Fair Lawn, N. J.

WANTED—10,000 BOSTON IVY

1-yr. seedlings.

MOLNAR NURSERIES

R. F. D. 1 Perry, O.

WANTED

100 ft. of 1-1/2" pine poles.

For building fence.

Price per foot.

100 ft. of 1-1/2" pine poles.

For building fence.

Price per foot.

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Price per foot.

100 ft. of 1-1/2" pine poles.

For building fence.

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MARCH 15, 1957

ATS
Price
Per 100\$25.00
23.00
19.00
22.50
21.50
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28.50
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PEAT MOSS

HOLLAND PEAT MOSS
 "BRODLEAF" quality. Just arrived.
 Standard burlapped bales,
 \$3.65 each; 10, \$34.25.
 Priced F.O.B. Houston.
WRIGHTWOOD FLORAL CO., INC.
 2407 N. Main St. Houston 9, Tex.

PLANT TIES**THE NEW FADE-PROOF
QUICK-TIES**

Now made of colorfast plastic for the florist trade.
 Semi-invisible, economical, easy to use.
 Packed in carton of 10,000 Per carton
 4-in. \$10.00
 8-in. 18.00
 12-in. 27.00
 Postage paid when cash with order.

Carton lots only!
McHUTCHISON & CO.695 Grand Ave. Ridgefield, N. J.
 Phone Whitney 3-2230**PLASTIC FILM**

POLYETHYLENE FILM
 2 mil. in 200 ft. rolls, \$6.18;
 4 mil. wide, \$9.25; 108 ins. wide, \$18.45;
 6 mil. in 100 ft. rolls, \$6.36 ins. wide, \$6.57;
 4 mil. wide, \$9.51; 126 ins. wide, \$21.37.
 Information on Polyflex 230 available.

F.O.B. Cincinnati, O.

ROUGH BROS.

4227 Spring Grove Ave. Cincinnati 23, O.

POSTS

Michigan White Cedar posts, 7 to 10 ft. long, 2 to 5 ins. top diameter. Untreated or pressure treated. Specify size and amount.
Farley Fences, Inc., 317 Davidson Bldg. Bay City, Mich.

SPHAGNUM MOSS

1956 CROP NO. 1 SPHAGNUM MOSS.
 Large burlap bales, long fibered, clean,
 firmly packed; bale, \$1.35.
JOSEPH JAMROS, CITY POINT, WIS.

Fresh, clean sphagnum moss, write for
 our low prices in truckloads or carlots.
Pure Sphagnum Moss Co., City Point, Wis.

Long-fibered sphagnum moss, also ground
 moss. Price us on truckloads delivered.
Warrens Moss Co., Warrens, Wis.

STAKES

**BAMBOO STAKES, DOMESTIC
DIRECT FROM THE PRODUCER**

PENCIL THICKNESS	Per 1000
1 1/2 ft. green	\$3.60
2 ft. green	4.80
3 ft. green	7.20
4 ft. green	10.00
5 ft. green	12.80
6 ft. green	15.60
7 ft. green	18.40
8 ft. green	21.20
9 ft. green	24.00
10 ft. green	26.80
11 ft. green	29.60
12 ft. green	32.40
13 ft. green	35.20
14 ft. green	38.00
15 ft. green	40.80
16 ft. green	43.60
17 ft. green	46.40
18 ft. green	49.20
19 ft. green	52.00
20 ft. green	54.80
21 ft. green	57.60
22 ft. green	60.40
23 ft. green	63.20
24 ft. green	66.00
25 ft. green	68.80
26 ft. green	71.60
27 ft. green	74.40
28 ft. green	77.20
29 ft. green	80.00
30 ft. green	82.80
31 ft. green	85.60
32 ft. green	88.40
33 ft. green	91.20
34 ft. green	94.00
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36 ft. green	99.60
37 ft. green	102.40
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89 ft. green	248.00
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297 ft. green	830.40
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299 ft. green	836.00
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302 ft. green	844.40
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359 ft. green	1004.00
360 ft. green	1006.80
361 ft. green	1009.60
362 ft. green	1012.40
363 ft. green	1015.20
364 ft. green	1018.00
365 ft. green	1020.80
366 ft. green	1023.60
367 ft. green	1026.40
368 ft. green	1029.20
369 ft. green	1032.00
370 ft. green	10

WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$4.50 per inch, each insertion.

Liners: 10¢ line; minimum order \$1.00.

SITUATION WANTED

Executive sales and garden center manager with thorough knowledge and experience of 16 years in merchandising, buying, sales promotion, advertising and display of all lines of plant material, bulbs, seeds, tools, insecticides, pottery, fertilizers and giftware. Would like to locate with nursery or garden center having a real potential sales program. Address replies to Box 376, care of American Nurseryman.

SITUATION WANTED

As Manager of Nursery Business or Landscape Department

Middle-aged man, with lifetime executive experience and college background, in both nursery and landscape business. Superior qualifications in organizing and training personnel; also sales promotion both wholesale and retail. Have kept abreast of modern methods and ideas. Can plan and direct any or all operations in nursery and/or landscape business. Prefer southern part of United States. Consider sales position. Address replies to Box 373, care of American Nurseryman.

HELP WANTED

Immediate position opening for a landscape designer and estimator; full-time position, male or female; with upstate New York's largest landscape service. Many established benefits. Also openings for experienced landscape foremen.

MONROE LANDSCAPE SERVICE, INC.
Rochester, N. Y.

HELP WANTED

LANDSCAPE SALESMAN

We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write direct, giving your past experience and references of former employer.

HILLENMEYER NURSERIES
Lexington, Ky.

HELP WANTED

Experienced landscape planting foreman. Must be able to follow planting plans. Steady, year-round position. House available on property.

MILLANE NURSERIES & TREE EXPERTS, INC.
Cromwell, Conn.

HELP WANTED

We need a man qualified to design, draw plans and call on our customers. Salary good for suitable man. Located in Virginia. We have a good sales area, excellent stock and a garden center. If interested write giving training, experience and reference of former employer. Address replies to Box 818, care of American Nurseryman.

Help and Situation Wanted and For Sale Advertisements.

Liners: 10¢ line; minimum order \$1.00.

FOR SALE

IDEAL BUSINESS FOR FAMILY OPERATION

Old established nursery and garden supply store with landscaping and tree service business. Located in southwestern city of 250,000 population with large government installations and industries. Mild winters—95 per cent average sun. Store has all-glass front, glass greenhouse, lath house, storage buildings, all on one acre of ground in city limits.

Complete selling price, \$75,000, which includes: Real estate, \$50,000; stock, equipment, good will, business name, etc., \$20,000; accounts receivable from \$5,000 to \$10,000. Will consider selling without real estate and give long-time lease. For further details address Box 367, care of American Nurseryman.

HELP WANTED

LANDSCAPE SALESMAN

Excellent opening for experienced landscape salesman, capable of making contacts, drawing plans and preparing estimates. Excellent opportunity and top salary for the right man.

We have large retail nursery and garden shop with landscape offices above. The largest and fastest-growing landscape firm in northwest Ohio. If interested write, wire or call for more details and appointment.

SECOR LANDSCAPE CO.
3340 Secor Rd. Toledo, O.
Phone: Lawndale 2191

FOR SALE

Retail nursery and garden center, established 38 years. Consists of 12 acres well stocked; a fine shrub storage, 25 by 60 ft.; 5 acres under new irrigation system, water for same furnished from springs on place; new garden center building, 65-ft. front by 50 ft. deep. Situated next to new shopping plaza on main auto route in outskirts of city of 50,000 population with three other cities and a number of small towns within a 50-mile radius. This business is doing twice the gross of any competitive business in this area. Located in southwestern New York. Owner is 65 years old and in poor health. Address replies to Box 369, care of American Nurseryman.

HELP WANTED

Experienced landscape foreman. Permanent position, excellent working conditions, good salary.

SOUTH MOUNTAIN NURSERIES
120 Millburn Ave. Millburn, N. J.

HELP WANTED

Experienced man to take over all growing operations in our perennial department. Will make very satisfactory arrangements with the right man.

HENRY FIELD SEED &
NURSERY CO.
Shenandoah, Iowa

SITUATION WANTED

Dutch Nurseryman, age 28, seeks position as manager or foreman of nursery. Experienced propagator, with diploma from horticultural college in Boskoop. Speaks English fluently and is accustomed to assuming leadership. House essential. Write to Box 102, care of Advertising Agency "ELBEE", Hillegom, Holland.

HELP WANTED

Southern Michigan wholesale landscape outlet doing good business requires top-grade assistant. Must be good worker, possess organizing, selling and managerial ability. Pay to suit proven ability. Address replies to Box 368, care of American Nurseryman.

HELP WANTED

Grover's representative for long-established northern California rose specialists who list over 300 varieties of both modern and old-fashioned roses. Address replies to Box 375, care of American Nurseryman, giving experience and pertinent information.

HELP WANTED

SALESMAN

Expanding wholesale nursery needs aggressive representative. Write giving age, experience and all pertinent information in first letter. All replies will be kept strictly confidential. Write Box 348, care of American Nurseryman.

SITUATION WANTED

Young man, age 28, married, six years' experience in nursery and garden center operation and landscape design. Interested in responsible position with a future, with nursery or garden center in northern New Jersey. Address replies to Box 374, care of American Nurseryman.

HELP WANTED

LANDSCAPE SALESMAN
Must be qualified in drawing and supervising plantings. Write giving age, experiences, references and salary expected to start with.

DRAKE'S NURSERIES
G-4342 Branch Rd.
Flint 6, Mich.

SITUATION WANTED

Salesman for retail or wholesale nursery. Lifetime experience in all phases of this business. Single, 50 years of age, best of references. Can merchandise nursery stock of all types. Reply to Box 355, care of American Nurseryman.

TINA

Insist on TINA — the ONLY brand recommended by the German Nurserymen's Association.



Write for our illustrated catalog and address of your nearest dealer.

HERMANN A. WIRTH
LEVITTOWN, N. Y.

WANT ADS

Display: \$4.50 per inch, each insertion.

Liners: 10¢ line; Minimum order \$4.00.

FOR SALE

Drive-in garden shop on main street of wealthy town which is the county seat. Selling lawn and garden supplies, plants and equipment. Excellent location. A natural for adding florists' line. Asking only \$5750 for quick sale. Substantial inventory. Competent employees available if desired. Unusual opportunity with a small investment. Owner selling in order to concentrate efforts on landscaping service. Address replies to Box 370, care of American Nurseryman.

FOR SALE

Nursery of 4 acres including 9,000 Oriental shrubs; tractor, truck and all necessary equipment. New concrete block 36x41-ft. garage and warehouse, slate house and small greenhouse. Fronting on U. S. 422, north of Pittsburgh, Pa. 7-room modern home and full basement with large game room. Beautifully landscaped lawn. Nursery can be bought with or without home. Priced to sell.

GREEN ACRES NURSERY
R. D. 2 Worthington, Pa.

FOR RENT

Available location, for nursery, truck crop, etc., on sandy farm on main highway with road stand. House and everlasting spring irrigation. Will rent or share operations with experienced, capable man.

WM. H. SPENCER
R. 6 Hot Springs, Ark.

FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking.

SEABOARD GENERAL SUPPLY CO.
Elizabeth 4-9041 Waverly 6-0404
1080 Magnolia Ave. Elizabeth, N. J.

FOR SALE - Dearborn - Detroit hot-spot nursery sales lot. 275-ft. main road frontage with 50x60-ft. building and flower shop. Old, established firm. Owner has prospered and is retiring. Selling complete deal for less than land value. \$80,000; \$20,000 down and balance like rent. For further information contact Mr. Lambrecht, care of Dearborn Real Estate Co., 24432 Michigan Ave., Dearborn, Mich. Phone: Logan 5-2800.

leaf scorch (fungus septoria) azalea gall (fungus exobasidium) and azalea petal blight. Leaf spot, he said, is common with a few forced varieties, in particular the Schame varieties. Yellowish and brown spots that later turn black in the center are characteristic symptoms. Leaf spot can be controlled with two pounds of ferbam to 100 gallons of water. Regular spraying every seven to 10 days should start in July, said Dr. Young. However, it is not necessary to spray nonsusceptible varieties.

Azalea gall produces galls on leaves, and a white coating is noticed at the time spores are being produced. Leaves are affected during summer months, both indoors and outdoors; affected leaves should be removed and destroyed. A control spray of four pounds copper and four pounds lime to 100 gallons of water was recommended. Petal blight, he said, is not much of a threat in Oregon, probably because of climatic conditions.

Lists Rhododendron Ills

Rhododendron diseases were listed as follows: Azalea gall, azalea leaf scorch, stem dieback, root-rot and rust. Controls for the first two are the same as on azaleas, Phytophthora root-rot, he said, is encouraged by warm locations and poor drainage. When the disease becomes too severe, plantings should be located on new soil. Stem canker, or dieback, is caused by a species of phytophthora virus. Vapam is promising as a control for phytophthora.

Dr. A. N. Roberts, associate horticulturist, O. S. C., speaking on "Nutrition Problems of Azaleas and Rhododendrons," told of experiments in which he and Mel Cosgrove, graduate assistant in horticulture at O. S. C., took part. The experiments showed that azaleas prefer ammonium to nitrate forms of nitrogen, particularly under conditions of high pH and/or high salt content. If a nitrate form of nitrogen is used, the pH of the root media must be maintained within narrow limits, and the base concentration (calcium, potassium, etc.) held at a fairly low level. Best results are obtained by frequent applications of an ammonium form of nitrogen in low concentration. Pictures showing the results of the experiments presented a startling contrast between azaleas grown from 100 per cent ammonium as compared with azaleas grown from 100 per cent nitrate.

Chairman of a short course session for holly growers was Knud Swenson, associate entomologist,



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Division of Geigy Chemical Corporation
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model truck. One man
can easily handle 600-lb.
ball.

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details and prices.*



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AVINGER, TEX.

O. S. C. "Holly Orchard Soil Management" was the topic of T. L. Jackson, extension soil specialist, O. S. C., who recommended the use of good cover crops and manure to build up humus in the soil. He advised good drainage at all times.

Mr. Swenson dealt with insect pests of holly, particularly with scale and holly bud moth. He advised a regular spray program to control both.

Ivan W. Buddenhagen, research assistant in plant pathology, O. S. C., speaking on disease of holly, recommended the following controls: 1. Select a planting site that is sufficiently open to allow moderate air movement through a planting, but do not locate where the holly will receive the full force of strong winds. If air movement is too restricted, humidity may remain high and favor disease and surface growth of algae and fungi. 2. Space trees sufficiently far apart to allow air movement through the orchard and to permit movement of spray machinery. 3. Prune sufficiently to allow air movement through the trees. 4. Prune out and destroy all cankered and diseased twigs to remove sources of infection. 5. Carry out a chemical control program for control of green algae and phytophthora leaf and twig blight, if necessary.

To control green algae, spray with a fixed copper fungicide such as tribasic copper sulphate used at the rate of two pounds to 100 gallons of water. It can be applied safely in the spring, summer or fall. The same mixture is effective in the control of phytophthora leaf and twig blight, as is nabam, two quarts to 100 gallons, plus zinc sulphate, one pound to 100 gallons of water. Make the first application when cool, rainy weather begins in the fall. Additional applications can be made during the winter as deemed necessary. The use of these materials has not left an undesirable residue on holly cut in November for Christmas.

Earl D. Mann, secretary of the Washington State Holly Growers' Association, Tacoma, talked about "Holly Grades and Grading in Relation to Pricing and Marketing." Mr. Mann said that grades of holly do not take into consideration the artistic value of some cut sprays of holly. He mentioned a possible enforcement of grading by the United States Department of Agriculture and stated that this might prove less desirable than having the industry establish its own standard of grading.

For consideration of Oregon holly growers he mentioned these points:

MARCH 15, 1957

131

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points:

1. Will grading help for advertising?
2. Grading is definitely a factor in marketing whether official or not. 3. Mass markets where holly is bought by dealers not experienced with holly will require grading.

The trade at present, said Mr. Mann, seems to be looking to Washington state for short spray holly and to Oregon for long sprays. Washington sells only one grade of bulk holly, with the better grade all going into small boxes. He remarked that steady customers become quality conscious after several years. Quality depends upon variety to a considerable degree, he said, and he predicted that there might come a time when cut holly will be sold by variety rather than as it is now.

NEW BUYER'S GUIDE

A new edition of the "Plant Buyer's Guide," to be published by the Massachusetts Horticultural Society late in 1957, is now being prepared by H. Gleason Mattoon, Arlington, Vt. The sixth edition of this vital source book will contain the most complete list available of seeds, plants and bulbs which can be purchased by mail from American firms. In addition, a representative list of European sources will be included.

For several years, gardeners, nurserymen, arboretum directors and horticultural specialists have been looking forward to a new edition. The last was compiled in 1948 when the nursery industry had not yet recovered from the effects of World War II.

In contrast to the 35,000 plants which comprised the available list in the last edition, this new volume is expected to have more than twice as many, including new species, hybrids and varieties.

All nurseries which issue catalogs or plant lists have been asked to cooperate. Although announcements have been sent to more than 5,000 American firms and several hundred foreign ones, some dealers may have been overlooked. Therefore, this announcement is an invitation to any who have not received a letter to send their catalogs or lists to "Plant Buyer's Guide," H. Gleason Mattoon, editor, Box 174, Arlington, Vt.

SHIPPEY'S is the name of a nursery business being started by Paul Shippey at 230 Franklin street, Frankenmuth, Mich. Mr. Shippey plans to develop the nursery for a retirement activity in another six years. Three acres will be planted to evergreens.

Sure to get action!



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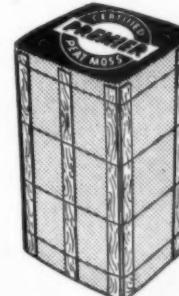
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Order your Premier now—in these big-value, bales

For ideal results in soil conditioning, mulching, transplanting, seedbeds and lining out—there is no substitute for Premier Peat Moss—the best-selling brand. It's used by more nurseries—in more ways. Packed in bales for every need—available from both Canada and Europe.



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Size	Packing	Plain Painted Wt./Case
4x½ in.	1000/carton 5M/case	\$2.42 \$3.10 18 lbs.
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6x¾ in.	1000/carton 5M/case	2.93 3.78 23 lbs.
8x¾ in.	500/carton 5M/case	4.50 5.58 26 lbs.

COPPER WIRED PLANT OR TREE LABELS (Bulk)		
Size	Packing	Plain Painted Wt./Case
3½x½ in.	1000/carton 5M/case	\$3.15 \$3.91 16 lbs.

Also available: DAISY BRAND 6" Boxed Wood Labels packaged in small units for repeat sales.

RETAIL PACKAGES		
50 markers/box (6" x 3½")	48 boxes	RETAIL
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18 lbs./case Cost \$8.64/case		15c

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NURSERY SALES LOT

OHIO ROUND TABLES

[Continued from page 16]

Kalmia latifolia
Mahonia aquifolium
Pachysandra terminalis
Pieris floribunda
Pieris japonica
Pyracantha coccinea lalandii
Rhododendron caucasicum hybrids
Rhododendron catawbiense hybrids
Rhododendron kaempferi hybrids
Rhododendron obtusum hybrids
Viburnum rhytidophyllum

Plants recommended by Fred C. Galle:

Berberis julianae and other species
Buxus microphylla
Cotoneaster dammeri radicans and other species
Daphne cneorum
Euonymus fortunei and varieties
Hedera helix and varieties
Ilex crenata and varieties
Ilex glabra
Ilex opaca and varieties
Kalmia latifolia
Leucothoe catesbeiae
Magnolia grandiflora
Magnolia virginiana
Mahonia aquifolium
Osmanthus americanus
Pachistima canbyi
Pieris floribunda
Pieris japonica
Prunus laurocerasus and varieties
Pyracantha coccinea and varieties
Rhododendron hybrids
Teucrium chamaedrys
Viburnum burkwoodii
Viburnum rhytidophyllum

Plants recommended by Zophar P. Warner:

Abelia grandiflora
Buxus sempervirens
Daphne cneorum
Euonymus fortunei radicans, erect form
Euonymus fortunei vegetus
Euonymus kiautschovicus Newport
Ilex aquifolium
Ilex crenata convexa
Ilex crenata hetzii
Ilex crenata rotundifolia
Ilex crenata Stokes
Ilex opaca
Kalmia latifolia
Leucothoe catesbeiae
Mahonia aquifolium
Pachistima canbyi
Pieris japonica
Prunus laurocerasus zabeliana
Pyracantha coccinea
Rhododendron, azalea varieties
Rhododendron catawbiense varieties
Viburnum rhytidophyllum

CHEMICAL FERTILIZERS

Advantages and limitations of chemical fertilizers were discussed at a round table, with the following participating: L. L. Baumgartner, Baumland Horticultural Research Laboratory, Croton Falls, N. Y.; Thomas Kyle, Springhill Nursery Co., Tipp City, O.; Harth Lucks, Smith Agricultural Chemical Co., Columbus, O., and Frank Turner, Berryhill Nursery Co., Springfield, O. Mr. Baumgartner acted as moderator of the panel.

Mr. Kyle led off by relating some

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of his experiences with anhydrous ammonia. This material comes in a container in a liquid state under pressure. As soon as the liquid is released it becomes ammonia gas. Some of the advantages of using this source of nitrogen are: It supplies 82 per cent nitrogen in one pound of material; it is fast to apply; it is the cheapest form available; it penetrates deeply; there is no leaching of N if the temperature is below 60 degrees Fahrenheit. Some disadvantages listed were: The material is somewhat dangerous because it is under pressure; it can burn foliage if not carefully applied; equipment for applying is somewhat expensive.

The material is applied by means of applicators attached to the back of a tractor. The gas has to be trapped in the soil or it is lost. The depth to which the applicators are set depends upon the crop which is being grown. In most cases, this depth is around six inches. Another speaker mentioned that the product could be applied to a lawn.

Water-Soluble Fertilizers

Water-soluble fertilizers were discussed by Mr. Turner. There will be limited use of these materials in the field, since water is necessary for application. They are more expensive than dry field fertilizers. Normally these fertilizers are applied when growth starts. Some growers buy the fertilizer salts and mix their own complete fertilizers, if a particular analysis is desired.

The subject of incorporating pesticides in fertilizers was handled by Mr. Lucks. Under such a program, the fertilizer becomes a carrier first and a necessity second. Since there are laws which govern the amount of pesticide which can be used in a fertilizer, there is a good possibility that the cost of buying such a complete treatment might price the product out of the range of the average purchaser. Also, it is rather difficult to convince a homeowner in April that he should buy an expensive pesticide-fertilizer product when he is interested only in fertilizing his lawn.

The amount of labor involved to apply the material should be less, because fewer applications are required. It is necessary to have different types of fertilizer because a pesticide is not needed every time the lawn requires fertilizing. Damage to plants might occur if the toxicity of the pesticide plus the fertilizer became too great.

Ureaform Fertilizers

Mr. Baumgartner presented information relative to ureaform fertiliz-

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FOR ALL CROPS

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Oregon 5-2248**

MARCH 15, 1957

135

ida cuttings are difficult to carry over winter. Magnolias from cuttings may be carried over winter in cold-frames. White-flowering redbud may be budded or grown from seeds, which come about two thirds true. Redbud will grow equally well on an acid or on an alkaline soil. Budding of white-flowering redbud should be done about the second week in July.

Each of the men leading the discussion had prepared a list of the better small flowering trees for Ohio. The trees on these lists, printed here, were discussed.

Panel Recommendations

Trees recommended by G. Walter Burwell:

Amelanchier canadensis
Amelanchier grandiflora
Cercis canadensis
Cercis canadensis alba
Cornus florida
Cornus florida plena
Cornus florida rubra
Crataegus phoenopyrum
Magnolia soulangeana
Magnolia soulangeana lennei
Magnolia virginiana
Malus, flowering crab apples
 (Types: Adams, aldenhamensis, arnoldiana, atrosanguinea, Dorothea, Flame, Katherine, Zumi callicarpa, Scheidecker, Sundog)

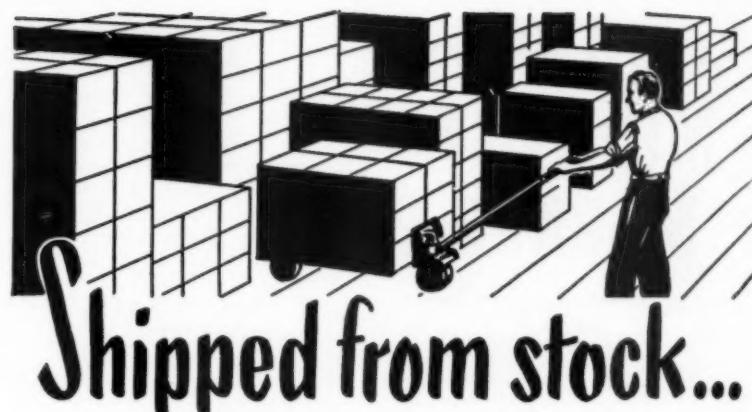
Trees recommended by William Cole:

Cercis canadensis and varieties
Cornus florida
Cornus mas
Crataegus lavallei
Crataegus phoenopyrum
Koelreuteria paniculata
Magnolia soulangeana
Magnolia virginiana
Malus, flowering crab apples
 (Types: Astrosanguinea, baccata mandshurica, floribunda, hupehensis, sargentii)
Prunus cistena
Prunus, flowering cherries
Pyracantha coccinea lalandii
Sorbus aucuparia
Syringa amurensis japonica
Viburnum lentago
Viburnum prunifolium

Trees recommended by Jack Siebenthaler:

Amelanchier canadensis
Cercis canadensis
Chi'onanthus virginicus
Cornus florida
Cornus florida rubra
Cornus mas
Corylus americana
Cotinus coggygria
Crataegus lavallei
Crataegus phoenopyrum
Magnolia soulangeana
Magnolia soulangeana lennei
Magnolia stellata
Magnolia virginiana
Malus atrosanguinea
Malus dolga
Malus purpurea (varieties)
Malus sargentii
Prunus subhirtella pendula
Prunus yedoensis

Mr. Siebenthaler said that chi'onanthus is actually less a tree than



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it is a bush of irregular habit and growth. *Cornus florida* is subject to borer trouble. *Cornus mas* flowers early and usually heavily and is a fairly open plant; it makes a good hedge or specimen tree. *Corylus* has interesting catkins and a large interesting leaf. *Cotinus* is of definite interest in the summer. *Crataegus* is, in the opinion of Mr. Siebenthaler, the best of all the small flowering trees.

Varieties Cited

Magnolia stellata is more delicate than the saucer magnolia. *Magnolia virginiana* is usually grown with several stems and produces flowers over a long period. Of the genus *malus*, *M. atrosanguinea* has good flowers, fruit and foliage; *M. Dolgo* has large fruit, which may be eaten; *M. purpurea* has good purple bark and dark leaves, and *M. sargentii* is a low grower. *Prunus subhirtella* is one of the best weeping trees. *Prunus yedoensis* has fine flowers and is one of the best flowering cherries. *Crataegus lavallei* and some of the more upright flowering crab apples may be used in a grass strip seven feet wide between curb and sidewalk.

Mr. Cole, in discussing his choices, said that *Viburnum prunifolium* and *V. lentago* have multiple stems; *koelreuteria* has good yellow flowers but a brittle stem; *Prunus cistena* can be grown as a tree or shrub; *Sorbus aucuparia* is subject to borer injury, but the pest is easily controlled and the fruit is excellent, and *Syringa amurensis japonica* might make a good street tree.

Mr. Burwell stated that *amelanchier* has attractive bark and that birds like the berries. *Prunus cerasifera Thundercloud* has good purple foliage. *Eley purple crab apple* and some others are subject to apple scab and should not be grown. The small-fruited types of crab apple should be grown in preference to the large-fruited types because of the litter made by the large fruit. R. E. S.

SPAIN is the first stop for Irvin J. Mathews, Mathews Nursery & Seed Co., Gary, Ind., and his wife, who left New York March 5 for a 6-month European tour.

FRANCIS A. MITSCH has purchased seven acres on Dillon road, Jarrettown, Pa., and will plant lining-out evergreen stock for future retail sales.

KEITH E. JACOB, St. Paul, Minn., who has been growing Christmas trees for the past three years, is now growing nursery stock, including evergreens, from seeds, for retail sales.

SPRAYING IS FUN!

when you're controlling pests the fast, easy way . . . WITH a John BEAN POWER SPRAYER

The SPARTAN

High pressure pump puts controlled mist spray high, wide and then some!

15 or 20-gal. Bean-Bond tank resists rust!

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Easy to move • Easy to open
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No better sprayer of its size
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- Patented cardboard backing permits easy embossing with ordinary lead pencil.
- Heavy eyelet. Copper-wired.
- Attractive silver Aluminum, backed with yellow cardboard.
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1000 for . . . \$14.00 250 for . . . \$5.00
500 for . . . 9.00 100 for . . . 2.50

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Liquid Hormones For ROOTING CUTTINGS

Now you can root your cuttings by merely soaking hundreds at a time for a few moments in HormeX solution before inserting in medium, flooding the medium before or after inserting cuttings. Liquid is cheaper, faster, easier than powder.

HormeX is also widely used for spraying to stop blossom or fruit drop, or set blossoms into more fruit and seed.

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BOOK REVIEWS

"PLANT PROPAGATION"

Basic principles and practical details of plant increase are covered in a new book, "Plant Propagation," prepared as a text, by John P. Mahlstede and Ernest S. Haber, both of the department of horticulture of Iowa State College, Ames. Not only are the factors that control success or failure in propagation work presented, but the underlying concepts of plant increase and the details of practice are given, and the subject matter is harmonized with recent developments in the field. The book, containing 413 pages, with 188 illustrations and a substantial topical index, is published by John Wiley & Sons, Inc., at \$7.50.

Part I of the new work covers basic concepts; part II, sexual propagation of higher plants; part III, asexual propagation of higher plants (layerage, cutting, graftage, etc.); part IV, propagation structures, and part V, propagation of specific plants (trees, shrubs and perennials). Parts III, IV and V have special value for nurserymen, but there is ample useful material for them also in the other sections, particularly with reference to plant growing and seed collecting and handling. An appendix holds three comprehensive tables of data—on propagation of common conifers and broad-leaved evergreens, propagation of common deciduous woody trees, shrubs and vines and propagation of common herbaceous plants. Selected references following chapters will aid further study of particular topics.

New technical advances discussed are the use of hormones for speeding the rooting of cuttings, the use of substitute media, the production of seeds by special techniques and the use of mist houses and outdoor mist frames for rapidly increasing vegetatively propagated plants.

Dr. Mahlstede, associate professor of horticulture at Iowa State College, is chairman of the field trials committee of the Plant Propagators' Society and the developer of the polyethylene-Kraft technique for packaging ornamental nursery stock and other procedures for handling and storing such material. He was the recipient of the National Mail Order Nurserymen's Association award in 1955. Dr. Haber is head of the department of horticulture and has

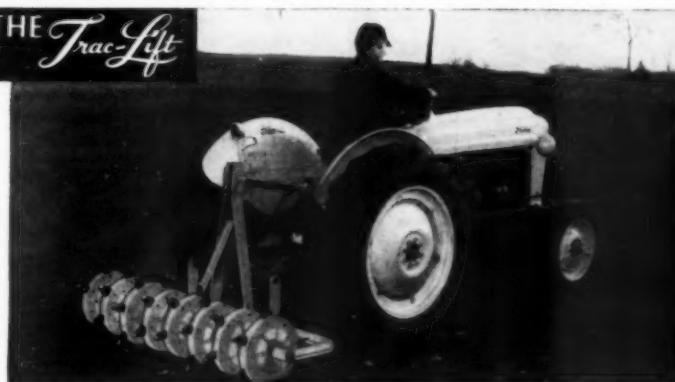
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SOILS AND FERTILIZERS

"Soil Fertility and Fertilizers," by Samuel L. Tisdale and Werner L. Nelson, is a textbook intended for use by third and fourth-year college students of agriculture. According to the authors, it will be of greatest value to those who have had a beginning course in soils. Mr. Tisdale is director of the soil-testing division at the North Carolina department of agriculture, and he is a professor of soils at North Carolina State College, Raleigh, N. C. Mr. Nelson formerly was a professor of agronomy at North Carolina State College and is now midwest manager of American Potash Institute, Inc.

The book, published last fall by the MacMillan Co., New York city, is \$7.75. It has 430 pages, with 19 chapters, several of which are devoted to the elements required in plant nutrition, their role in plant growth and development and the soil reactions that these plant nutrients enter into and that affect their availability to crop plants. Several chapters are concerned with the manufacture, properties and agronomic value of fertilizers and fertilizer materials, and the concluding chapters deal with soil fertility evaluation and the use of fertilizers in a sound management program.

Also included are the results of some of the authors' experiences gained in teaching the subject matter for several years at N. C. S. C. There are several tables and diagrams, and at the ends of most of the chapters there are lists of questions, which dwell on the high points covered in each particular chapter. There are also selected lists of references.

ABC OF ORCHID GROWING

The newly revised and expanded edition of the "ABC of Orchid Growing," by John V. Watkins, was recently published by Prentice-Hall, Inc. The 190-page book is intended for those thousands of persons who greatly enjoy the time-consuming, painstaking and exacting but rewarding hobby of growing orchids at home. This edition (the third) has several new features which will be of great help to the orchidist. Included are the latest authoritative information on pests and diseases affecting orchids and a handy chart that can be easily referred to when mixing sprays, baits and soils.

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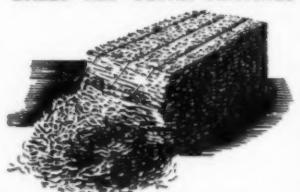
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illustrated with black-and-white photographs and some diagrams showing potting procedures, etc. The author, Mr. Watkins, a recognized authority on orchids, is an associate professor of horticulture at the University of Florida, Gainesville. He has had wide experience both in actual growing and in observing practices in large commercial ranges.

FLOWER HISTORIES

Brief histories of several hundred perennial and annual flower species form a unique and interesting book of 360 pages, "Flowers and Their Histories," by Alice M. Coats, who has obviously done much reading and research in the compilation of this work. She quotes Pliny and Theophrastus, Gerard and Parkinson and many later writers. She embodies the quotations with her comments in an entertaining fashion. Legends, facts, uses in medicine and garden, early culture, derivation of name, introduction, etc., are mingled in a highly readable style.

An English publication, the book is issued in this country by the Pitman Publishing Co., at \$7.95.

ROADSIDE MARKETING

"Profitable Roadside Marketing," a booklet of 142 pages, written by R. B. Donaldson and W. F. Johnstone, marketing specialists in agricultural economics extension, Pennsylvania State University, University Park, contains some information of interest to the grower of nursery stock who contemplates marketing all or a part of his crop himself.

The authors prepared this generously illustrated booklet primarily for growers of farm produce, but part of the material is applicable to plant marketing, particularly chapters on surveying the project's chances for success, stock pricing, record keeping and sales techniques. The booklet, which includes a directory of supply sources, is available through College Science Publishers, P. O. Box 798, University Park, Pa.

GARDEN COMMENTS

"Growing Flowers" is not a technical book on the production of flowers, but consists of breezy, informal comments like those of a newspaper columnist on a wide variety of topics, few of them more than a page in length. The author is John H. Tobe, Canadian seedsman and nurseryman, who himself had published this 367-page book at \$5 at St. Catharine's, Ont., Canada.

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Borers and Their Control

By Donald L. Schuder

During the past several years borers have become an increasingly important problem on shade trees. A borer is any insect that feeds inside the roots, trunk, branches or twigs of a tree. The borer itself is usually the larval, or "worm" stage of the insect, although some beetles, which are the adult stage, may also bore into the tree.

Representatives of several orders of insects may bore inside the trunks of trees, but they are, primarily: Coleoptera, the beetles; lepidoptera, the moths, such as carpenter moths, and the hymenoptera, such as the horntails. Probably the most important borers are the beetles of the order coleoptera, which we may roughly divide into three groups:

1. Round-headed borers or long-horned beetles of the family cerambycidae.

2. Flat-headed borers or metallic wood borers of the family buprestidae.

3. Bark beetles of the family scolytidae.

The round-headed borers are abundant and widely distributed and of much economic importance, particularly such forms of the genus *saperda* as the poplar borer, round-headed apple-tree borer, hickory borer, etc. These insects attack living trees, injuring them and ultimately causing their death.

The flat-headed borers are usually brightly colored metallic beetles. They are active sun-loving beetles of much economic importance, ranking next to the cerambycids, with which they have many habits in common. The greatest damage of the flat-headed borers results from their tunneling in the sapwood of living trees. Some familiar samples of these beetles are the bronze birch borer and the flat-headed apple-tree borer.

Bark Beetles

The bark beetles of the family scolytidae are small beetles which burrow beneath the bark of living and dead trees both as larvae and as adults. The family contains several of the most destructive insects found in the United States; for example, the shot-hole borer, hickory bark beetle, southern pine beetle, elm bark beetle, etc.

Although more trees are killed by this group of insects than any other, only a comparatively small number ordinarily attack and kill healthy

living trees. They are more serious in the western part of the United States than in the eastern part, primarily because there are vast areas of over-mature trees in pure stands in the west. These are ideal conditions for bark beetle attack, and when proper climatic conditions prevail there are frequently serious outbreaks. Some bark beetles are also important as disease vectors; for example, the native elm bark beetle and the smaller European beetle carry Dutch elm disease and the ambrosia beetles carry blue stain.

Predisposing Factors

As mentioned previously, most borer species become established in trees of low vigor; consequently, any factor which tends to lower the vitality of a tree predisposes the tree to borer attack. Some such predisposing factors are:

1. Prolonged drought—During 14 of the past 16 years, rainfall has been below normal in the eastern half of the country. As a result, the trees

have become weakened, for the fibrous roots are killed, and then wilt and deadwood appear in the crown of the tree. Some shallow-rooted plants, like dogwood, birch, maple and ash, may die in a single season, but more weakened trees are "polished off" by borers than by the drought alone.

2. Unfavorable environmental changes have a weakening effect on trees. Some which might be cited are grade changes; lowering of the water table, and thinning of the stand, such as moving trees from the nursery row.

3. Transplanting. The loss of a percentage of the roots and a sudden change from partial shade to full sun tend to weaken trees and predispose them to borer attack.

4. Repeated defoliation by insects and diseases. The loss of food reserves due to the loss of foliage makes the defoliated tree borer-susceptible.

5. Overmaturity. Trees which are decadent and in a declining stage of vigor are prone to borer attack.

Prevention of Borer Attack

Many borer attacks can be prevented, and according to an old saying, "An ounce of prevention is

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worth a pound of cure." This is very true in the case of borers. Improving any of the five conditions already enumerated will aid in preventing borers' becoming established. Some things which could and should be done are:

I. Proper transplanting. (1) Move as large a ball as possible and thus save as large a percentage of the roots as possible. I also strongly recommend root pruning of shade trees so there will be a large mass of fibrous roots in the ball area. (2) Thin the top of the tree at least partially to restore the normal ratio of the top to root and take out all dead or diseased wood. (3) Backfill with good transplanting soil. The old story, "If you have \$10 to spend on a tree, \$2 should be spent for the tree and \$8 for preparation of the hole in which it is to be planted," has a great deal of merit. (4) Fertilize the tree. Give the tree a "shot in the arm." I doubt if many trees are overfertilized. Also, be sure the fertilizer is down in the soil where the roots can get it. Surface fertilization has little value for shade trees. (5) Water the tree. I am sure every nurseryman waters newly transplanted trees when they are planted, but he should check on his customers to see

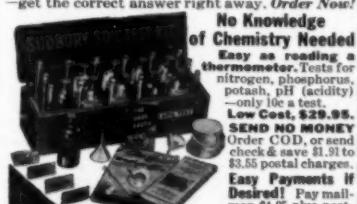
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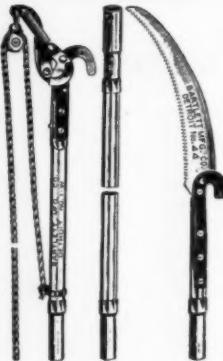
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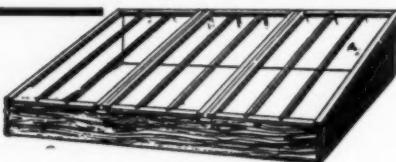
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that they water their trees sufficiently. He might even put such a clause in his guarantee. (6) Mulch whenever possible. Mulching conserves soil moisture and prevents the soil's becoming hot and dry. (7) Use anti-desiccants. There are now several waxes and resins on the market which prevent the trees' drying out and thus becoming weak. Two which might be mentioned are Dowax and Wilt-pruf. (8) Wrap the trunk with burlap or crepe paper borer wrap. This paper serves to prevent desiccation and sunscald and prevents the borers' laying eggs on the trunk.

II. Spray the newly transplanted tree. Properly timed and applied insecticide and fungicide sprays prevent the tree's becoming weakened through defoliation. Spraying the trunk, prior to wrapping, with a good long-lasting insecticide will also prevent borer attack, but more will be said about this point later.

III. Remove or treat any nearby infested trees. The presence of an infested tree in the area makes infestation of the newly transplanted tree almost a certainty. Infested trees should be removed and burned or sprayed with DDT, or all of the bark should be removed.

Now that we know some of the factors which make trees susceptible to borers, let us turn our attention to some of the problem species and see what can be done about them.

Trouble Makers

The most troublesome borer-infested trees are maple, birch, European mountain ash, dogwood and red oak. Therefore I am going to discuss the most troublesome insects which attack this group of trees.

1. Round-headed apple-tree borer, *Saperda candida*. This borer attacks several different trees, but of the group of trees I mentioned, it attacks European mountain ash and for that reason is important in ornamental plantings. The adults are present in early summer and lay their eggs from May to September in scars gnawed in the bark at the base of the tree. The eggs hatch in a few days, and the larvae work beneath the bark for a year and then bore into the woody portion of the trunk and exude much frass. They require over two years to develop, by which time they have riddled the base of the tree and made many large tunnels. Often times the tree will break off following borer attack.

2. The flat-headed apple-tree borer, *Chrysobothris fermorata*. This borer attacks practically all hardwoods, including hard and soft maples, ash and dogwood. The first

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HONESDALE, PA.

beetles appear late in the spring, and others follow throughout the summer. The eggs are laid beneath bark scales and hatch in 12 to 20 days. From this point the larvae extend their meandering galleries beneath the bark. The larval tunnels frequently girdle the trees, and if they do not girdle they cause large patches of dead bark, which later fall off. The borer matures in one year, overwintering in the pupal cell and transforming in the spring.

3. The bronze birch borer, *Agrilus anxius*, is often the nemesis of birch in this area of the country, attacking white, cut-leaved, yellow and paper birch, but it also attacks beech and aspen. The adults may be found throughout May, June and July, often feeding on the foliage. They deposit their eggs in cracks and splits of the bark, and they hatch in a few weeks into tiny grubs, which make

tortuous mines beneath the bark. Infestations can often be detected by the swellings on infested twigs. In this area there apparently is one generation each year.

The preceding is the triumvirate of borer pests which are most serious on the trees mentioned, but other pests are occasionally found, such as the maple callous borer, the lilac borer, the peach tree borer (which are the caterpillar stages of clear-winged moths) and the leopard moth and carpenter moth.

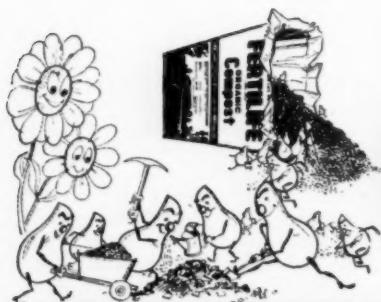
Controls

Now that we have the problem in mind, I should like to tell you what I am doing experimentally in hopes of controlling the borers and finding the answers to these problems.

In mid-May a series of 24 different treatments was applied to white birch, red maple and crab apples at

the State Soldiers' home, in a local nursery and in plantings along the highway in the Lafayette area. These treatments were as follows:

1. DDT, two gallons of 25 per cent DDT emulsion per 100 gallons of water, one application.
2. Lindane, two quarts of 25 per cent lindane emulsion per 100 gallons.
3. Dieldrin, two quarts of 15 per cent dieldrin emulsion per 100 gallons.
4. Malathion, one gallon of 57 per cent malathion emulsion per 100 gallons.
5. Aluminum foil wrap.
6. Polyethylene wrap, 2-mil thickness.
7. Crepe paper wrap.
8. Burlap wrap.
9. Corrugated cardboard wrap.
10. Board shade for trunk.



FERTILIFE

The Amazing Organic Compost that's Fertile and Full of Life!

This spring sell "live" Fertilife . . . composted from rich Chicago Stockyards cow manure. Has multiplied bacteria, concentrated plant food. No weed seeds, no offensive odors.

Fertilife puts "new life" into soil . . . into lawns, flowers, shrubs and trees . . . "new life" into your spring sales!

FERTILIFE "GROWS" BUSINESS IN YOUR OWN BACKYARDS

1. TAGS for Your Nursery Stock
2. ADS in Your Newspaper
3. SALES LITERATURE
4. COLORFUL DISPLAYS in Your store
5. TV & RADIO Commercials by John Ott

CHICAGO STOCK YARDS COMPOST CO., 5036 W. Exchange Bldg., Union Stock Yards, Chicago 9, Ill.



LIBERAL PROFITS! SUPER-SERVICE!

As a Fertilife Dealer, you have an excellent mark-up, two-season seller, fast turnover. Prompt delivery from more than 100 wholesale warehouses. 5 and 50-lb. bags in air-tight polyethylene. Ask your distributor or write us. DISTRIBUTORS—Get details on liberal profit franchise with free advertising and sales promotion.

CUT WEEDING COSTS!



USE WEEDEER GEESE

Weeder geese eat troublesome grass and many broad-leaved weeds but do not touch nursery stock. Thousands now in use by nurserymen everywhere in all types of plantings, including evergreen and hardwood shrubs, flowering plants, seedlings, tree plantings, berries and orchards. Weeder geese replace expensive hand labor and do a continuous and better job—are inexpensive and easy to use.

Day-old goslings and weeder geese delivered anywhere. Write today for complete information.

**HEART OF MISSOURI
POULTRY FARM**
COLUMBIA, MO.
Box 937N

The Original SWISS ROTARY TILLERS



NOW HAVE UNBREAKABLE CLOGPROOF TOOLS PLUS REVERSE-A-MATIC DESIGN FOR ATTACHMENTS

Write for details of new models.
E. C. GEIGER CO.
P. O. Box 270
NORTH WALES, PENNSYLVANIA
U. S. A. Distributor

GREENHOUSE INSURANCE

Phone Collect
EDWARDSVILLE, ILL. 234

11. Burlap wrap impregnated with 5 per cent DDT.

12. Burlap wrap impregnated with 2 per cent lindane.

13. Burlap wrap impregnated with 2 per cent dieldrin.

14. Burlap wrap impregnated with 5 per cent malathion.

15. Corrugated paper impregnated with 5 per cent DDT.

16. Corrugated paper impregnated with 2 per cent lindane.

17. Corrugated paper impregnated with 2 per cent dieldrin.

18. Corrugated paper impregnated with 5 per cent malathion.

19. Repellent paint—fish oil soap and naphthalene.

20. Two applications of DDT as in treatment 1, applied May 18 and June 22.

21. Two applications of lindane as in treatment 2, applied May 18 and June 22.

22. Two applications of malathion as in treatment 4, applied May 18 and June 22.

24. Locker paper wrap.

25. Check—untreated.

Frequent inspections were made throughout the growing season, and no trees died due to borer attack. Three trees died due to attack by fungous diseases, none of which were identified even though cultures were made.

I can report on the physical handling of some of the wraps. The corrugated paper wrap seemed impractical, because of the stiffness of the material. The ordinary crepe paper borer wrap could not be impregnated with oil solutions of DDT, etc., as the oil base dissolved the asphalt layer between the layers of paper.

The polyethylene wrap apparently held too much moisture, as the trees sweat profusely beneath the wrap and they produced a great deal of corky proliferation. Heating inside is apt to cause sunscald.

Of all the wraps tried, aluminum foil worked best. It looked well and handled easily, and because it molded against the trunk surface very well, it did not require tying down with binder twine.

Burlap seemed to be the best material for impregnating with insecticide solutions.

ASPECTS OF MANAGEMENT

[Continued from page 17]

knowledge gained. An example of this would be a check made on the cash situation of certain nursery businesses, which revealed that, of the year's dollars, over 75 per cent of

HERE IS WHY NURSERYMEN PREFER MENNEPOTS



Superior Strength Sturdily constructed, the MENNEPOT withstands hard handling.

Stapled Bottom Comes completely assembled . . . Potting can start immediately upon arrival.

Light Weight The MENNEPOT is economical to use. Light weight makes shipping costs less.

Drainage The side-drainage feature makes waterlogging impossible while standing in salesyard.

Size 0 Top . . . 4 ins.
Bottom 3½ ins.
High . . . 4 ins.
Weight per 100
Regular 10 lbs., Heavy 25
Regular Weight Price
100.. \$2.75 1000.. \$25.00
Heavy Weight Price
100.. \$3.75 1000.. \$35.00

Size ½ Top . . . 5 ins.
Bottom 3½ ins.
High . . . 5 ins.
Weight per 100
Regular 13 lbs., Heavy 30
Regular Weight Price
100.. \$3.50 1000.. \$32.50
Heavy Weight Price
100.. \$4.50 1000.. \$42.50

Size 1 Top . . . 6 ins.
Bottom 4½ ins.
High . . . 6 ins.
Weight per 100
Regular 15 lbs., Heavy 35
Regular Weight Price
100.. \$4.00 1000.. \$37.50
Heavy Weight Price
100.. \$5.25 1000.. \$50.00

Size 2 Top . . . 7 ins.
Bottom 5½ ins.
High . . . 7 ins.
Weight per 100
Regular 24 lbs., Heavy 55
Regular Weight Price
100.. \$4.50 1000.. \$42.50
Heavy Weight Price
100.. \$5.75 1000.. \$55.00

Size 3 Top . . . 8½ ins.
Bottom 6½ ins.
High . . . 9 ins.
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100.. \$5.00 1000.. \$50.00
Heavy Weight Price
100.. \$6.25 1000.. \$60.00

Size 4 Top . . . 10 ins.
Bottom . . . 8 ins.
High . . . 10 ins.
Weight per 100—120 lbs.
100.. \$11.00
500.. \$52.50 1000.. \$100.00
*Heavy Only—
For trees and shrubs.

Size 5 Top . . . 12 ins.
Bottom . . . 10 ins.
High . . . 12 ins.
LG. POT
Weight per 100—250 lbs.
20.. \$30 ea. 100.. \$27.50
500.. \$125 1000.. \$225
*Special for extra-heavy
trees and large shrubs.

Size Pan Top . . . 8½ ins.
Bottom 7½ ins.
High . . . 5 ins.
PAN
Weight per 100
Regular 30 lbs., Heavy 70
Regular Weight Price
100.. \$5.00 1000.. \$47.50
Heavy Weight Price
100.. \$6.25 1000.. \$60.00

500 of a size takes 1000 rate in sizes 0-½-1-2-3-Pan. Regular-weight pots packed 100 and 200 per carton in sizes 1-2-3-Pan. Size 0, 250 only. Size ½, 200 only. Heavy pots are packed 250 per carton in size 0; 100 per carton in sizes ½ and 1; 50 per carton in sizes 2, 3, Pan and 4, and 20 per carton in size 5. NO BROKEN CARTONS.

SEND \$1.00

FOR COMPLETE SET OF 14 SAMPLES.

THE MENNE-POT, INC.

NORTH TONAWANDA, N. Y.

Phone LUdlow 4444

Prices Vary Slightly in Areas Serviced by Distributors
DISTRIBUTORSHIPS OPEN IN SOUTHERN STATES

NEW YORK

Jackson & Perkins Co., Newark, N. J.
Gar Prod., Inc., Queens Ave., Lindenhurst (Long Island), N. Y.

OHIO

Skoll Distributing Co., 560 E. 99th St., Cleveland, O.
L. G. Harmon & Son, 1800 19th St., Canton 4, O.

PENNSYLVANIA

E. C. Geiger, North Wales, Pa.
Verscharen's Garden Centers, Rt. 51, Brentwood, Pittsburgh, Pa.
Rt. 88, S. Park, Pittsburgh, Pa.

NEW JERSEY

New Jersey Farm Supply, 449 Market St., East Paterson, N. J.
Somerset Rose Nursery, Inc., New Brunswick, N. J.

MICHIGAN

Michigan Bulb Co., 845 Ottawa, N.W., Grand Rapids, Mich.
Growers Exchange, Inc., P. O. Box 397, Farmington, Mich.
Strickland Seed Store, 1429 Gratiot Ave., Detroit, Mich.

RHODE ISLAND

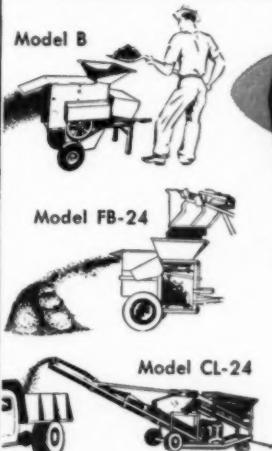
American-Dutch Trading Co., Inc., 47 Codding St., Providence, R. I.
The Sheridan Nurseries, Ltd., Sheridan, Ontario, Canada.

the money came in during four months of the year. This pointed to a serious problem in the receipt of funds, which might be improved by revising budgetary practices.

NURSERY COSTS

At the recent Connecticut nurserymen's short course, James N. Alexander, of Alexander Research Associates, Springfield, Pa., advanced faulty cost analysis as the reason why 50 per cent of the plant markets which he surveyed recently had not shown an increase in profits commensurate with the increase in dollar sales. In his address, "Operation Black Ink," Mr. Alexander discussed variable costs in three areas, labor, advertising and salesmanship. It is of vital importance for the market operator to know exactly what his labor costs are, and this knowledge should include real costs, beyond dollars of wages paid. The speaker recommended clearer definitions of jobs and more complete communication between manage-

Peak Performance + Power Efficiency



Shred, Blend, Aerate With A

LINDIG

For Better Plant Growth

Soil, peat, manure, compost, sphagnum moss. Wet or dry. Rock and other foreign material will not damage the patented all-steel rotor assembly. Also available with shredding hammers for soil and organic material. Lindig offers you the most complete line of shredding equipment, with capacities from 3 to over 100 yards per hour. Screening attachment available for removing rocks. Hand and power fed models. Units with or without loading conveyors.

Write or call for particulars
and name of Dealer

Patented and Built Exclusively Since 1940

LINDIG MANUFACTURING CO. INC.

1875 W. COUNTY ROAD C • ST. PAUL 13, MINN.

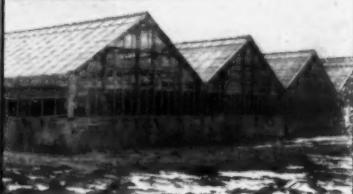
NOW IS THE TIME TO ORDER

ASBESTOS BENCHES

Rough Brothers is
your guarantee of
quality benches!

DURABLE — LONG LIFE — ELIMINATES FUNGUS GROWTH —
WILL NOT CRACK WHEN STERILIZING.

ROUGH BROTHERS GREENHOUSES BUILT to fit your NEEDS ALUMINUM or WOOD



Rough Brothers greenhouses are available in a wide choice of types, sizes, lengths and styles.

Let Rough Brothers design and build the house best suited for your particular growing needs.

ROUGH BROTHERS

is equipped to furnish and install the proper cooling equipment for your greenhouses

FLORAL BREEZE Cooling System



ROUGH BROS.
GREENHOUSE MANUFACTURERS & BUILDERS
4229 Spring Grove Ave., Cincinnati 23, Ohio
Phone Kirby 1-6180

FILL OUT COUPON

- Send me quotation on Benches
- Send me information on Greenhouses
- Send me information on Floral Breeze

Name.....

Address.....

City.....

State.....

ment and personnel concerning the results expected. This means that owners must spend more time actively checking on the performance of their labor force and showing, not telling, their men how they expect work to be done. Mr. Alexander also discussed the problem of labor during slack season and suggested positive steps, such as capitalizing on other talents of the sales force.

Advertising Expense

Advertising was defined as any paid form of nonpersonal presentation of goods, services or ideas to potential and actual customers by an identified sponsor. This may involve media ranging from a 2-cent post card to television. Mr. Alexander recommended an exact analysis of one's present advertising costs, including the percentage of resultant sales; an exploration of currently used media, and a determination of what is available in any specific area, which will necessarily include an analysis of the market.

Mr. Alexander suggested the use of a detailed map of one's area, on which the advertiser can indicate population centers to be checked for more customers. He can discover where his customers live by checking charge slips, license plates on cars in the parking area and the mailing list. In a market analysis, in addition to determining where customers are located, the speaker recommended finding out the type of persons they are, their income levels, types of housing and age groups. This enables the advertiser to evaluate each form of advertising open to him, in relation to his particular market.

Mr. Alexander pointed out that, in analyzing available media, the advertiser may have sources of information open to him which he has not utilized, such as help by newspapers in setting up and checking on advertising campaigns. In deciding whether to use any medium, Mr. Alexander emphasized, the operator must first ascertain the costs involved and make an effective estimate of the results to be achieved.

Mr. Alexander defined personal selling as all oral presentations made in the process of personally assisting and persuading a prospective customer to buy a commodity or service or to act upon an idea. He emphasized that all other business efforts will be ineffective in increasing profits unless salesmen know how to sell. Mr. Alexander mentioned four points as being fundamental to making sales. The first is to know one's merchandise, which requires study-

Fog-mist
NOZZLE

for Propagation and Humidity Control

LONGER LIFE
PRECISE PERFORMANCE
BEST NOZZLE ANYWHERE

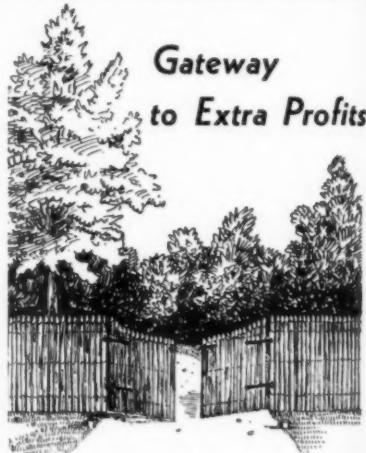
- Stainless Steel Orifice Insert
- Stainless Steel Target Screw
- Monel Metal Cylindrical Screen
- Phosphor Bronze Alignment Brackets

Nozzle	Orifice At 20-lb. pressure	
No.	Size	Diameter G.P.M.
550-A	0.28 in.	5 ft. .1

\$2.95 each. One dozen, \$2.36
each. Postpaid with check or
money order. Guaranteed. 3% tax
in Florida.

SPRAYERS & NOZZLES

2575 28th Ave., No. ST. PETERSBURG 4, FLA.



Gateway to Extra Profits

... through handling DuBois' complete line of rustic wood fences—woven wood, open and close cleft, stockade, rustic lawn picket, full-round cypress post and rail, locust and chestnut split-rail, English hurdle, herringbone. Prices to meet popular demand, yet backed by the prestige and reliability of America's oldest and largest manufacturer of wood fences. Write for our catalog and full information on profitable openings for dealers.

DUBOIS FENCE-GARDEN CO.

342 Madison Ave.
NEW YORK 17, N. Y.

ing it constantly to learn the facts and merits of each item. Second, the good salesman must be able to impart the essentials of this knowledge to the prospective customer. Giving the customer too much information, however, can lose sales. Mr. Alexander emphasized the importance of the third and fourth points, showing a sincere interest in the customer's problems and making a genuine and sympathetic effort to be helpful. It is good customer psychology to ask him questions couched in such terms that his answer will be yes. This conditions him affirmatively and makes the final decision to buy easier.

Mr. Alexander next explored the possibilities of the self-service idea for nursery sales lots and described a few cases in which organizations have successfully adopted this plan.

In conclusion, Mr. Alexander emphasized the fact that today's plant market operator must be both an informed nurseryman and a good businessman.

INCOME TAX SAVINGS

Speaking on "Saving Income Tax Dollars" at the recent Connecticut nurserymen's short course, Marvin W. Kottke, assistant professor of agricultural economics, University of Connecticut, Storrs, remarked that in a fast-growing industry, such as the nursery trade, there are many problems, not the least of which concern the income tax. He also said that, as it takes good management to make a high income, so it takes good management to effect income tax savings. Information concerning income tax procedures must be supplemented by an ability to evaluate one's alternatives. Most businesses do have alternatives in reporting taxes; it should not be just a matter of putting all the receipts into a basket and adding them up at the end of the year.

In suggesting alternative methods of handling business records, Professor Kottke noted two basic principles: Avoid wide fluctuations in income, in the way it is accounted for or recorded, and keep records in such a way that various deductions can be utilized to best advantage. To clarify what a tax saving means, the speaker declared that the common remark, "You can deduct it from your income tax," is usually inaccurate and explained that there are actually very few deductions that one can make directly from a tax. Most deductions are made from income and reduce one's tax indirectly.

In a discussion of operating re-

FAST PROFITABLE SALES for you in nichols NEVER-STAIN

NATIONALLY
ADVERTISED

Aluminum Leisure garden products

ALUMINUM trellis



- RUSTPROOF — Never requires painting
- NEW — Outmodes and outlasts any other trellis ever offered
- PACKAGING — Eye-catching, traffic-stopping, red, white and blue display cartons
- EASY TO INSTALL — All hardware included with complete installation instructions

ORDERING INFORMATION

Package No.	Contents	Width	Ship. Wt. per Ctn.
*T-10	10 ft. per box 6 boxes per carton	24"	30 lbs.
**T-25	1-25 ft. coil	24"	30 lbs.

*Contains 6 boxes of 10 ft. coils in master display carton

**Contains 1-25 ft. coil sufficient for making 2 to 5 trellises

ALUMINUM grass stop

NEW "Safety Edge"

- NEW reinforced "Safety Edge" rounded edge at top and bottom
- RUSTPROOF — lasts indefinitely
- FOR MORE LEISURE LIVING — cuts lawn and trimming work
- Continuous 40 ft. coils — easy to cut — no clips or joints
- COLORFUL, serve yourself display packaging

ORDERING INFORMATION

Package No.	Contents	Width	Wt. Lbs. per Ctn.
G-4	6 coils, 40 ft. each per ctn. Economy weight	4"	20
G-6	6 boxes, 40 ft. coils per ctn. Heavy weight	4"	25
*G-8	6 coils, 40 ft. each per ctn.	8"	40

"8" grass stop against deeper rooted grasses and for making a "gardenette".

nichols

WIRE & ALUMINUM CO., DAVENPORT, IOWA

NURSERICAN PRICE SCHEDULE

February 1, 1957

Description	1 to 99	100 to 999	1000 to 4999	5000 and over	Approx. Weight	Stand. Packing
6-in. (1-Gallon), Push-Out Bottom, Painted Green	\$0.10	\$0.09	\$0.08½	\$0.08	470 lbs.	100
6-in. (1-Gallon), Solid Bottom, Painted Aluminum	.10	.09	.08½	.08	400 lbs.	100
8-in. (2-Gallon), Push-Out Bottom, Painted Green	.20	.16	.15	.14	740 lbs.	100
8-in. (2-Gallon), Solid Bottom, Painted Aluminum	.20	.15	.14	.13	600 lbs.	100
10½-in. (3-Gallon), Solid Bottom, Painted Green	.38	.36	.34	.32	1000 lbs.	50

F.O.B. Mobile, Ala., or Valdosta, Ga.

Distributed by

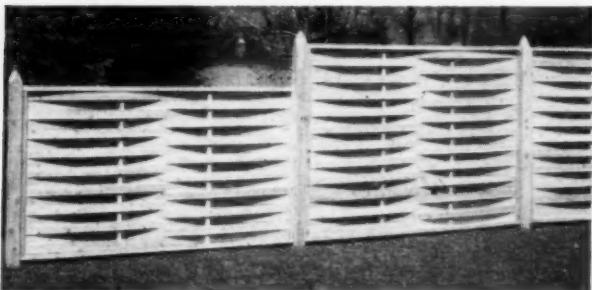
J. SHORE & CO.

101-103 Second St.

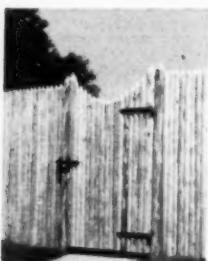
Phone: CHELSEA 3-1541 - 3-1542

CHELSEA, MASS.

To beautify and enhance house and landscaping . . .



FARLEY WHITE CEDAR FENCE



FARLEY BASKETWEAVE FENCING — a decorative friendly fence. Horizontal members are locked in place to prevent splitting or pulling out.

FARLEY PROTECTIVE STOCKADE — America's favorite for landscaping backgrounds and maximum privacy. Tightly assembled of cedar saplings, carefully chosen for uniform appearance.

**FARLEY
FENCES**

Write for literature describing the many fence styles available together with Farley Fence prices and details concerning dealership in your area.

OFFICES: 317 Davidson Bldg. Bay City, Michigan

You've heard about it . . . HERE IT IS! The New Portable, Self-Propelled **GRAVELY PLANTER DRILL**



Speed up your landscaping jobs, save time, save work, make bigger profits with the Gravely Tractor and its Rotary Planter Drill. It can go right with the plantings in a pickup truck for on-the-spot hole digging. At the nursery, you get accurate checking, straighter rows—faster. With one man, it will dig more holes, more accurately, than two men with big tractor equipment. For replacement planting, it gets between the rows, in places big equipment cannot go.

DRILL SPECIFICATIONS: Over-all length, 31½ ins.; diameter, large blades, 19 ins.; small blades, 10 ins. Interchangeable on same drill. Maximum depth, 24 ins. Requires rotary plow housing.

WRITE TODAY FOR COMPLETE DETAILS TO

GRAVELY TRACTORS, INC., Box 66, DUNBAR, W. VA.

Remember also: There's nothing to compare with the Gravely Power Cultivator for between-row nursery cultivating!

ceipts and expenses compared with capital receipts and expenses, Professor Kottke remarked that the full amount of operating expenses can be deducted in the year in which one incurs the cost, but capital expenses can be deducted only over the useful life of the item. On the other hand, a deduction of 50 per cent is allowable on certain capital gains. In view of these facts, he said, business transactions have to be broken down into categories, and for this, record keeping or accounting is vital.

Accurate Records Necessary

Next the speaker cautioned the nurserymen to be accurate in recording all their operating expenses. He said that many people omit numerous minor expenses, which add up to a sizable sum at the end of a year. Some items easily overlooked are the cost of business or trade magazines, organization dues, business trip expenses, bank service fees and rent for a portion of a dwelling if it is used as an office. He also explained hiring one's children and retaining them as dependents, if they are under the age of 19 or are students. If the child earns more than \$600, he has to file a return, but he can also claim a personal deduction of \$600.

Professor Kottke discussed two new methods of depreciating capital items at a faster rate than was formerly allowable. Using the example of a company's buying a truck, he illustrated the straight line and the declining balance methods of accounting for such an item, noting the differences between the two methods and their possible consequences on tax deductions over a theoretical 8-year life of the truck.

The next point discussed by Professor Kottke was stabilizing income by using the accrual basis of reporting, as opposed to the cash basis. He showed a chart to illustrate these two methods and indicated the possible savings. He noted that many businessmen may not think the savings brought about by the accrual method worth the detailed inventory and accounting procedures which it requires, and so they stay on a cash basis, even though the accrual basis would be usable for them.

Recovering Losses

One important fact is that neither the businessman nor his accountant can do anything about record keeping after the year is past. The speaker did mention, however, taking advantage of the net operating loss carry-back, which permits

AQUA-GRO® REPORT

(NO. 3 OF A SERIES)

NON-IONIC ORGANIC WETTING AGENT

AQUA-GRO is an entirely NEW product. It acts to improve the efficiency of water. AQUA-GRO is not a fertilizer or soil conditioner. It is a wetting agent which actually changes the physical properties of water, making "water wetter." Wetter water penetrates deeply and uniformly in soils and around plants—reducing the frequency of watering.



EXPLANATION



APPLICATION



VERIFICATION



Mr. C. ARTHUR RIGHTER
C. Arthur Righter
Landscaping
Glenside, Pa.
says this about
AQUA-GRO:

Several areas were treated with AQUA-GRO to demonstrate benefits available to landscapers. Some of these lawn areas were under Silver and Norway maples. In only two weeks we observed a very noticeable improvement. The grass in all treated areas was much denser, had better color, grew at an increased rate. We understand that golf courses using AQUA-GRO find these same benefits.

GRASS AND TURF

Yes, there is such a thing as "wetter water." Faucet water is held together by intermolecular forces, as you know. When you add AQUA-GRO to water, it relaxes these forces, the water "falls apart," wets soil more quickly. This allows the water to penetrate more deeply into hard-to-wet areas. AQUA-GRO also gives you more uniform distribution of water, which has freer movement in the soil. AQUA-GRO treated areas are more thoroughly wet—not just the usual surface wetting. This makes less frequent watering possible! Uniform and deep wetting encourages deeper roots. Localized dry-brown spots are eliminated. The density and rate of growth of grass is increased. AQUA-GRO (wetter water) assures uniform water distribution—insures your lawn and turf areas.



• PEAT MOSS - ORGANIC MATTER

Wetter water quickly and uniformly wets organic matter. Reduces time to water seed and cutting beds with high organic content. Wets peat and other mulching materials quickly.

• BALLED AND BURLAPPED STOCK

Quick uniform wetting means less runoff—more thorough wetting—less frequent watering. Landscaped material is insured.

• POTTED AND CANNED STOCK

Uniform wetting eliminates hard, dry cores; Watering much easier and quicker. Watering frequency is reduced.

Would you like a copy of our reports? Just check and return to us: Turf & Field-Landscape Laboratory and Field Tests.

Correspondence invited or write for further information.

AQUATROL CORPORATION OF AMERICA

1 Gal. makes 128 Gals. of treating solution	\$15.00
Treats 20,000 balls, 50,000 pots, 20,000 sq. ft.	\$60.00
5 Gallons	Also available in larger sizes.

730 Lancaster Ave. • Bryn Mawr, Pa.

MARCH

1957



..... "without a doubt

the most effective

advertising we do . . ."

That's the report of Nurserymen who are using the MONTHLY LANDSCAPE LETTER. The four page, two color letter is clearly illustrated . . . carries timely hints . . . is authoritatively written . . . It's personalized with your own message on the back and is proven "the lowest-cost way of building new business and "cementing" the old. Planned promotion . . . Consistent promotion can be yours with the low cost MONTHLY LANDSCAPE LETTER.

in addition . . .

1. A free announcement to each listed customer telling of the service.
2. Free, self addressed cards designed to bring in new business leads.
3. Free survey, a six month's check-up on the MONTHLY LANDSCAPE LETTER.

THE L. W. RAMSEY COMPANY, Dept. AN-2
111 E. Third St., Davenport, Iowa

Without obligation, send complete information on how the Landscape Letter has built business for others—how it can increase my sales.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____



ZONE STATE

RADIO LINE

WAGONS • SCOOTERS • GARDEN CARTS • WHEELS

PRICE • QUALITY • SERVICE

NEW!

Model No. 18 Radio Flyer wagon. New rolled under flange body 36" x 17" x 4½". Tires 10" x 1.75" semi-pneumatic. New, brilliant red, baked enamel finish. One to a carton, 35 lbs.

NEW!

Model No. 75 Garden Cart. Exclusive body design, 35" x 21" x 13½". 4 cu. ft. capacity. Recessed wheels. Semi-pneumatic tires 9½" x 1½". Brilliant red or turquoise blue. No. 75/2, 2 to a carton, 58 lbs. No. 75/1, 1 to a carton, 29 lbs.

WRITE FOR COMPLETE INFORMATION
RADIO STEEL & MFG. CO., 6515 W. Grand Ave., Chicago 35
World's Largest Manufacturers of Coaster Wagons & Scooters

The HUMIDOMIST SYSTEM for INTERMITTENT MISTING

Rapidly Accelerates the Rooting of Cuttings Evaporative Cooling Protects the Plant Leaves in Hot Weather

Equipment for propagating bench 50 ft. long up to 4 ft. wide.

10 Type T-16 Twin-Discharge Misting Nozzles \$20.00

5 Branch Line Fittings—Pipe Clamps, Shut-off Valves, Tees and Elbows... 8.50

ELECTRIC INTERMITTENT TIME CONTROL

Day-Nite Clock to limit misting to daytime 12.50

Adjustable Interval Timer, to permit misting for
a few seconds during each minute 17.50

Electric Water Valve with strainer, ¾-in. pipe 20.50

All for only \$79.00

For additional 50 ft. of bench, only

Nozzles and Fittings are required, \$28.50.

(½-in. Valve and Strainer, \$28.50.)

Prices F.O.B. Rochester. On orders with check attached, we pay postage to
points east of Mississippi River. Add 2 per cent for western destination.

Cord and plug connections save wiring expense.

Electrical components for 115 volts 60 cycle.

Circular No. 566 describes our full line with installation instructions.

SUPREME ELECTRIC PRODUCTS CO., 194 Vassar St., ROCHESTER 7, N.Y.

CRAB APPLES FOR AMERICA, by Donald Wyman.
\$2.00, postpaid.

Breeding propagation and culture,
American Nurseryman, Chicago 4, Ill.

BURLAP

Quotations and samples on request.

STERLING BAG & BURLAP CO.
41 Carolina St. BUFFALO 1, N.Y.
Phone: CL 2339

JIFFY-POTS AND PLANT BANDS

FOR NURSERYMEN

Write for Literature
Bob Chase, Nursery Representative
GEO. J. BALL, INC.
West Chicago, Ill., Phone 299

dealing which mark his business. In answer to the query of why people act, Professor Smith said that it is basically because they are dissatisfied with a situation as it is. This may be called disequilibrium or tension, and it is the motivation for change. This is an important concept for advertising, according to Professor Smith, because advertising helps create tensions or takes advantage of tensions which already exist. Then its job is to suggest that the product advertised is a means of achieving the better state of being that the customer seeks.

Next Professor Smith discussed the goal of consumption, which is the satisfying of certain wants which people experience in life, some of these being ultimate and some immediate. He added that these wants are influenced by many factors, such as age, sex, nationality and associates, and that advertising should transfer some of the importance of this goal to the product advertised.

Desire — Cost = Value

Professor Smith continued by discussing value, which he defined as desire minus cost, and said that advertising helps to establish value for products by attempting to increase desire for them and to minimize the cost of them. Some of these costs might be price, physical effort or the mental effort sometimes referred to as the misery of choice. A customer's desire for a product must be great enough to overcome the costs he must incur. The function of advertising, then, is to maximize the former and to minimize the latter.

In a discussion of price, Professor Smith said the reason that advertised goods often are higher in price than those not advertised is that people desire the advertised goods more than they desire others. Advertising creates a certain amount of acceptance, of commercial identity, for which people are willing to pay.

Professor Smith then listed 15 items on his check list for advertising and proceeded to discuss each one. The first was the necessity for a soundly conceived purpose or objective, explicitly stated. This purpose determines the target toward which advertising is directed; it is a criterion for deciding what the advertisement shall say, and it provides a basis for testing the results of the advertisement.

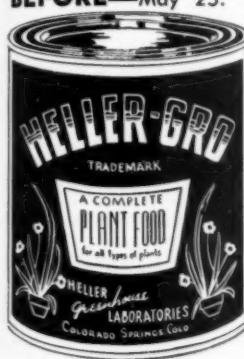
The second point was the need for an adequate market analysis, which will tell the advertiser who will buy, what they will buy, why they will buy it, how much they will buy and

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YOU can do this with HELLER-GRO!



BEFORE—May 25. American Elm apparently dying, smothered by concrete driveway, was foliar fed with HELLER-GRO.



AFTER—June 18. After HELLER-GRO was applied this same tree recovered to continue sturdy, natural growth.

USE HELLER-GRO, THE COMPLETE PLANT FOOD FOR QUICK RESULTS, LONGER-LASTING BENEFITS!

Concentrated, paste-form HELLER-GRO produces healthy root growth and luxuriant foliage, builds vitality that comes only with good plant nutrition. It's made with USP organic and inorganic materials, acts immediately and gives long growth response. HELLER-GRO solution will not burn. Use HELLER-GRO on trees, lawns, shrubs or flowers.

Sold in 3 1/4-oz. tubes, 1-lb. cans, 3-lb. cans, 50-lb. pails.

Representatives:

Norco Garden Products, Gordon H. Knowles,
95 King Street E., 20 St. Albans Ave.,
Toronto, Ont., Canada Newtown Square, Pa.

WRITE FOR FREE TRIAL SAMPLE

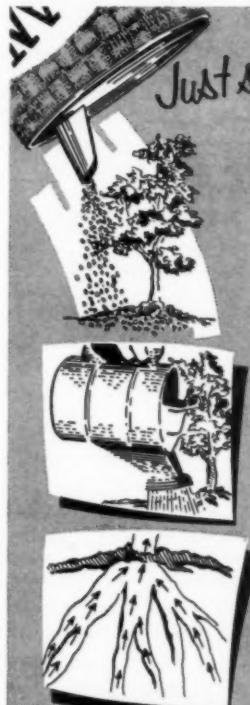
Heller Greenhouse Laboratories
218 E. Pikes Peak Ave., COLORADO SPRINGS, COLO.

how much the advertiser can afford to spend in attempting to sell his product. Third, Professor Smith listed the need for a sound selling idea, which is the basis of all good advertising and which means trying to visualize a thought.

Careful Planning Needed

His fourth point was the necessity of careful planning and execution, which will insure proper emphasis by enabling the advertiser to see his program laid out as a unit. This avoids waste, excesses and inadequacies. Good execution means good copy, well expressed, which is persuasive and direct.

Since all individuals cannot do everything equally well, Professor Smith mentioned the possibility of enlisting the help of an advertising consultant in making his fifth point, the necessity of securing competent workmanship. As his sixth point Professor Smith said that effective advertising depends upon having enough of the right kind of information about the market and about the product. Even though it sounds oversimplified, one cannot write advertising copy unless he knows what he is writing about. Professor Smith's seventh point concerned the choice of the right medium. Different me-



Just scatter SYSTOBAN Granules

GIVE YOUR PLANTS INTERNAL PROTECTION AGAINST INSECTS

Scatter SYSTOBAN granules directly from package to base of plant. Safe to use at any stage of plant growth. $\frac{1}{2}$ to 1 ounce treats 18"-24" plant.

Simply water in from can or hose. SYSTOBAN can be applied at any time of year. No residue left on foliage to mar beauty of plant.

The active material from SYSTOBAN granules is absorbed by the plant, making its juice toxic to chewing or sucking insects. One treatment will last from three to four weeks.

CHEMICAL FORMULATORS, INC.
BOX 26 NITRO, WEST VIRGINIA

SYSTOBAN
GRANULES

DEALERS: FOR LITERATURE AND PRICES WRITE DEPT. A

now the finest of Lawns INSTALLED by MACHINE



A self-propelled lawn machine that fertilizes, prepares a fine seedbed, sows the seed, rakes in the seed and leaves the perfect finish for a beautiful lawn.
SEEDS ALL PLANTED AT UNIFORM DEPTH
NO FOOTPRINTS OR WHEEL MARKS

Used by large and small landscape men in nearly every state in the Union and by the U. S. Government. Names of those nearest you will be furnished upon request.



New Model 36 (As Pictured) will install up to 35,000 Sq. Ft. per hour. Model 24 will install up to 15,000 Sq. Ft. per hour.

Write Today for Detailed Information and Price List.
Pat. No. 2,730,054

Lawnmaker CO. 1019 N. CENTER ROAD,
SAGINAW, MICHIGAN

dia, such as newspapers, direct mail or radio, can be used by different producers for different purposes.

Giving one's prospects what they want was the speaker's eighth point. This means identifying one's product as the means to some widely desired end and establishing in people's minds the reason why the product can be expected to satisfy disequilibrium or tension. Next, Professor Smith emphasized the necessity for telling the complete story about any product. He said that people should be told all they need to know in order to buy, including price, and that advertising should be written as though there were no other way for a customer to learn about a product than through the advertisement.

Make Reasonable Claims

Professor Smith stated as his 10th point that advertising claims should be reasonable and should offer sufficient proof and evidence. Probably one of the greatest weaknesses of much advertising today is that people do not believe it. Three kinds of evidence which can be offered are a meaningful guarantee, the testimony of accredited witnesses and demonstrations, such as before and after pictures. As his 11th point, Professor Smith said that action should be suggested in the advertisement and remarked that the advertiser should not leave his listener in the position of being able to say, "So what?" Consumers are not stupid, but they may be lazy, and sometimes the human mind has an amazing resistance to knowledge; so an effective advertisement should tell the customer what to do.

Bringing out his 12th point, Professor Smith discussed the coordina-

"FORWARD WITH FAFARD"

Buy ALL Your Soil Conditioners from ONE Dependable Source



PEAT MOSS

Pure sphagnum Canadian • German

Available in 7 popular sizes up to 15 bu.

PEAT HUMUS

The base of a good growing soil. In plastic lined bags and bulk.

Prompt Shipments—Dealer Helps

CONRAD FAFARD, Inc., P.O. Box 774, Springfield, Mass.
Phone: LONGMEADOW, LOCUST 7-3316

TAGS FOR NURSERYMEN



BLANK IDENTIFICATION TAGS

Heavyweight tag stock. Per Thousand
Manila Colored

1,000	\$3.40	\$4.20
2,000	3.15	3.95
3,000	2.85	3.65
5,000	2.60	3.40
10,000	2.25	3.05

Colors: Yellow, Red, Blue, Green, Orange and White. Colors may be combined for quantity prices. Minimum 1000 each color.

Wired Tags, add \$2.25 per 1000
Metal Eyeleted Tags, add 50c per 1000

Net 30 Days. F.O.B. Grand Rapids, Mich.

Free delivery for check with order.

Write for price list and samples of nursery tags

IMPERIAL TAG & PRINTING CO.
312 Straight, S. W., GRAND RAPIDS 4, MICH.

Merry Tiller-Tractor

All-purpose garden, farm tool. Does all tilling, tractor jobs. Models and horsepower priced for every pocketbook. Complete range of tools, attachments—40 in all! Includes rotary and sickle mowers, sprayer, snow plow, bulldozer, burden carrier, all tractor tools. See it in action! Beats bulkier, single-purpose machines. *Insist on the original.* In Canada, too. Get Free Folder!

MERRY TILLER, 816 Skinner Building, P. O. Box 1835, Seattle 11, Washington

Name.....

Address.....

City..... State.....

DEALER INQUIRIES INVITED

Please mention the American Nurseryman when writing advertisers

FERTO-POTS

**Millions Used
Plant Eats Pot**

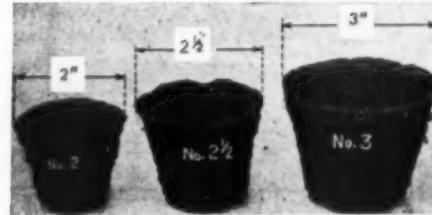
Made with COW MANURE. Bone dry, keeps indefinitely. Bury FERTO-POTS in flats or benches; then plant seeds, cuttings, plants, bulbs, etc. Transplant plant (pot and all) weeks or months later (no shock or setback).

**POT FEEDS PLANTS
(Be a two timer)**

Grow two and three crops per year off the same ground by having **FERTO-POTTED** plants well-started and ready to set out in the field as soon as the first crop is finished.
Also **Sell FERTO-POTTED** plants to gardeners and growers.

**Prices bulk packing
F.O.B. Pittstown, N. J.**

50,000 to 300,000	300,000—carload or more
No. 2 —\$10.80 per 1000	\$ 9.00 per 1000
No. 2½ —12.00 per 1000	10.00 per 1000
No. 3 — 13.80 per 1000	11.50 per 1000



Unit Prices F.O.B. Pittstown, N. J.

No. 2	100 for	\$2.50	250 for	\$4.50
No. 2½	100 for	2.75	250 for	5.00
No. 3	100 for	3.35	250 for	5.75
DEPT. STORE UNITS				
Stock No.	Box of	Size No.	Shipping Carton	List Price
201	1 doz.	2-in.	25 doz. pots	50¢ doz.
251	1 doz.	2½-in.	25 doz. pots	60¢ doz.
301	1 doz.	3-in.	25 doz. pots	75¢ doz.

ALLEN COMPANY

PITTSTOWN 3, N. J.

tion of personal selling and advertising in the merchandising effort. He said that it is important that salesmen understand the purpose of the firm's advertising and realize that it is intended to help them make more sales. Sometimes salesmen, being in direct contact with buyers, can inform management on points of buyer resistance and can provide an insight into selling practices that are most effective. Professor Smith remarked that published advertisements should be displayed in a place of business and should tie in with the products advertised for sale.

For his 13th point, he cited the need for a particular objective in any advertising effort; it should not offer too many ideas in a small space. One idea that an advertiser might attempt to visualize is his commercial identity. Such an advertisement employs those words, phrases and layouts which give a concept of the kind of business the advertiser operates.

Professor Smith's 14th point was the necessity of applying enough effort to advertising. This should include knowing what one is trying to accomplish, how much effort will be required and whether one can afford the investment. If the cost is too great, the advertising program

DARLING'S
"Rite in the Rain."

**WATERPROOF
TREE AND PLANT LABELS**

"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low-cost labels. Millions are used every year by nurserymen.

Write for samples and prices.

J. L. DARLING COMPANY
BROWN'S POINT, TACOMA, WASH.

DUTCH BURLAP

Rotproof Burlap
Tina Shears — Knives
Preserv-All
Menepots

Complete catalog on request.

AMERICAN-DUTCH TRADING CO., INC.
47 Codding St. PROVIDENCE 9, R. I.

should be reduced so that it can be accomplished. Since advertising is a process of visualizing ideas, it takes time. Professor Smith warned against thinking one is well enough known so that customers do not need to be reminded of one's business.

As his final point the speaker urged that advertising results should be tested, since all advertising is hypothetical until it has been proved to have results. This may be done by encouraging inquiries, noting store traffic, asking customers

**BUILD YOUR OWN
FIBER GLASS
GREEN HOUSE**

Fiber Glass provides better distribution of light, thereby enabling you to grow more plants in a smaller area.

Heavy-duty corrugated Fiber Glass sheets manufactured especially for outdoor use available in 34-in. and 40-in. widths by 8-ft., 10-ft., and 12-ft. lengths, in natural color to give maximum light transmission. Also available decorative colors if desired.

59¢
sq. ft.

WRITE FOR FREE INSTRUCTIONS
AND INFORMATION TO DEPT. 103
Orders shipped promptly.
QUANTITY DISCOUNTS ON
50 OR MORE SHEETS

coral way products co.
P. O. BOX 162
CORAL GABLES 34, FLORIDA

For Bark Wounds—

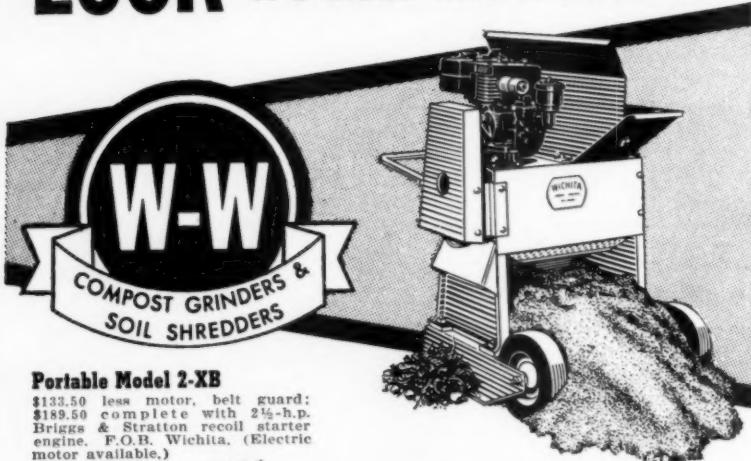
NU BARK

Activated sulphur in a very water-proof base. Write for a sample.

NU BARK 20 W. Johnson St.
CHARLESTON, ILL.

LOOK

**IT'S MORE THAN A GRINDER
IT'S MORE THAN A SHREDDER**



Portable Model 2-XB

\$133.50 less motor, belt guard;
\$189.50 complete with 2½-h.p.
Briggs & Stratton recoil starter
engine. F.O.B. Wichita. (Electric
motor available.)



Heavy-Duty Model 4-EV

with Detachable Elevator.
Grinder and elevator detach
so each can be used separately. \$782.40 complete with
two engines. F.O.B. Wichita.

Terms Usually Arranged
Write for literature and name
of user near you.

THAT'S WHY IT'S AMERICA'S FAVORITE

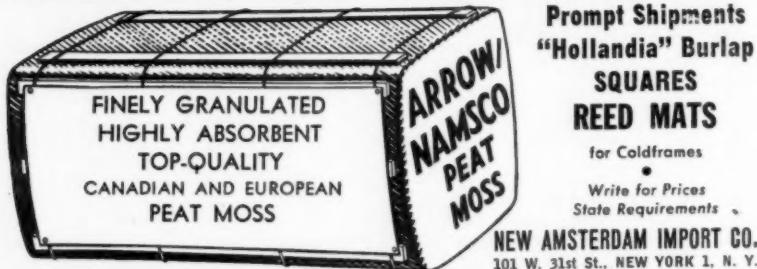
It's two machines in one so that it can do more
than any competitive machine. It comes with
rollers for shredding and an interchangeable
grinding screen for grinding. Shreds organic
matter for composting or mulch. Even processes
sphagnum moss and separates osmunda without
destroying fiber. Grinds fine enough for potting
soil . . . or to any desired texture. Rejects un-
wanted trash. No wonder it's America's largest
seller.

W-W GRINDER CORP.

DEPT. F

WICHITA 4, KANSAS

ARROW/NAMSCO PEATS = SALES REPEATS



Prompt Shipments
"Hollandia" Burlap
SQUARES
REED MATS
for Coldframes
•
Write for Prices
State Requirements

NEW AMSTERDAM IMPORT CO.
101 W. 31st St., NEW YORK 1, N. Y.

WOOD CHASE LABELS

FINEST QUALITY -- PROMPT SERVICE
LABELS PRINTED TO ORDER
Write for samples, prices and discounts.
THE BENJAMIN CHASE CO.
DERRY VILLAGE, N. H.

PERFECTION MARKERS ARE BETTER

for Park Trees, Display Gar-
dens, Field use or Greenhouse
Pots or Benches. Proven by
thousands of users. "They're
one . . . booster! You'll like
them, too. They will stand
for years at one marking, or
may be changed any number of times
for various markings. Send for cata-
log and prices of the complete
PERFECTION LINE.
The S-W Supply Co., 8, Girard, Kas.

Cut
shows
Plant Stake

Top-Quality
Dutch and Domestic
BURLAP SQUARES
TWINES

Jute—Sisal—Binder Twine

Write for our low prices and sam-
ples.

HALPERN BROS.
272 S. 2nd St., PHILADELPHIA 6, PA.

Send for samples and
prices of "NO-ROT" Green
Burlap. Write today to:
NEW YORKER BAG & BURLAP CO.
651 Marshall St., Elizabeth, N. J.

TRADE PRACTICE RULES

Nurserymen at the fifth Connecticut short course held recently at the University of Connecticut, Storrs, heard James A. Horton, special counsel to the American Association of Nurserymen, Washington, D. C., discuss "Trade Practice Rules for the Nursery Industry." Mr. Horton, who is retained by the A. A. N. to render legal advice to its members, began his talk by commenting upon the last paragraph of rule No. 5 which reads: "It is also an unfair trade practice to sell, offer for sale, or distribute industry products which have been used in the commercial greenhouse production of cut flowers . . . without adequately and non-deceptively disclosing that such products were used in the commercial greenhouse production of cut flowers and discarded after having served their usefulness in such production." He stressed the fact that when such plants are sold to an unsuspecting public by some roadside vendor, it is nurserymen in general who bear the burden of responsibility as far as the public is concerned. He believed that enforcement of this rule would remove at least part of the disfavor that has attached to all nurserymen as a result of this practice. For those nurserymen interested in the background of the ruling, Mr. Horton cited an article in the American Rose Annual of 1932, in which Dr. J. Horace McFarland made a critical analysis of the practice of selling this type of plant.

In discussing rule No. 6, concerning plants collected from the wild state, Mr. Horton stated that he feels the public does not want to buy collected, wild plants, about which it knows nothing and which may not have been properly dug. He believes the public is entitled to have collected wild plants identified as such.

Suggested Amendments

Noting that section g of practices inhibited under rule No. 1, on deception in general, is not clear as to interpretation of the word "appearance," Mr. Horton asked that the nurserymen consider an amendment to read: "That the appearance of an industry product as to size, color, contour, foliage or bloom is normal or usual when the appearance so represented is in fact abnormal or unusual." He further noted that section h of practices inhibited under the same rule may be confus-

MARCH 15, 1957

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Lawn Beauty SPREADERS

**A precision engineering achievement
accomplished only by Lawn Beauty!**

...WITH THESE 4 EXCLUSIVE PATENTED FEATURES



Control Handle



Rate Control Dial



Cam Action Agitator



Removable Shutter



Patented.
Other patents
pending and
applied for.



Available in 16", 18",
24", 36" Standard and
36" Professional.

**Lawn Beauty builds customer satisfaction
that means more profit to you . . .**

because it is the only spreader that will spread all types of chemical and organic fertilizers, grass seeds, lime, granular and pelletized material accurately, uniformly and in adequate quantities . . . proven by tests. Here's the one spreader built to a standard of quality. For complete details on Lawn Beauty see your garden supply distributor or write to us direct.



APPLICATION GUIDE WITH EACH SPREADER

Over 100 brand-name fertilizers, nonbrand materials, seed mixtures and other lawn care materials have been factory calibrated with Lawn Beauty and can be spread exactly at the rate required.

SCHNEIDER METAL MFG. CO.

1801 S. 55th Ave.

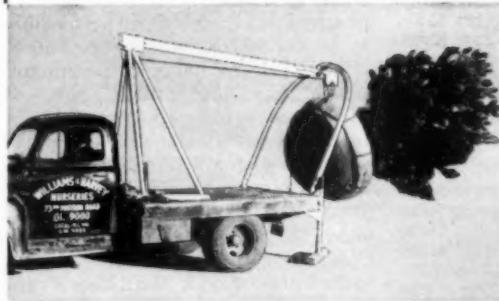
Dept. 37

CHICAGO 50, ILL.

ing, and suggested the amendment: "That the root system of any plant is appreciably larger than that which actually exists, whether accomplished by means of deceptive packaging, balling or other misleading or deceptive practice."

Discussing rule No. 2, dealing with deception through the use of names, Mr. Horton noted that some operators have given a new name to a well-known and widely grown plant, obtained a trade-mark on it and advertised that theirs is the only place in the country where the product may be purchased, whereas any number of nurserymen grow the same plant under its generally recognized and well-established name. Mr. Horton then read the following proposed addition to the original rule to cover this situation. "When an industry member gives a new name to an industry product," (which he may do) "which product has previously acquired a generally recognized and well-established common name, such new name shall immediately be accompanied by the generally recognized and established common name, either alone or in conjunction with the correct botanical name of the product." Such an addition would protect both the nurserymen growing and selling this

BIG-TREE MOVER



Since Williams & Harvey announced this new, improved big-tree mover four years ago, leading nurseries, tree surgeons and park departments in all sections of the U.S. have adopted it.

- New Lighter Weight
- Simpler to Operate
- Two Sizes, 6 Ft. and 7 Ft.
- Quickly Demountable
- Fits Any Standard Truck

Write for specifications and address of users near you.

Six-foot mover (as pictured) complete with power winch and all needed pickup parts, \$1,675.00 F.O.B. Kansas City, Mo.



WILLIAMS & HARVEY NURSERIES

Mail address: P. O. Box 8822, KANSAS CITY, MO.

Nursery location: 7313 Mission Rd., Phone: ENDicott 2-8000

Insurance plus Profit

with the ROSS Root Feeder

Every customer who purchases new plantings should have one—and you'll save replacement headaches.

HERE'S WHAT ROSS ROOT FEEDER SALES WILL DO FOR YOU . . .

1. Insure new plantings sales. Customers who use the Ross Root Feeder to feed and water new plantings will be delighted with the remarkably fast, healthy start their plantings will show. Even in poor soil areas the Ross Root Feeder assures plantings that live. No costly replacements . . . plenty of satisfied customers.

2. Generous profit margin for you on every Ross Root Feeder you sell. Unlimited repeat sales and high profits on cartridge sales. The Ross Root Feeder is most effective when cartridges are used. Your customers must come to you for the cartridges so you have steady sales for years after you sell a Ross Root Feeder.

If You Want Insurance Plus Profit on Your Planting Sales—Sell the Ross Root Feeder, Too!

For complete information, write Dept. N

Ross Daniels, Inc.

207 Court Ave.
DES MOINES, IOWA

product and the public, which is entitled to know, at all times, what it is buying.

Next, the speaker stated that rule No. 3, covering substitution of products, is also unsatisfactory as it now stands. He suggested that the first provision of this rule might be met by printing on order blanks some kind of legend which would give the purchaser an opportunity to indicate whether he desires substitution for an out-of-stock plant and referred to newsletter 464 for explanation of the methods by which nurserymen can comply with this particular provision. Commenting upon the second part of the rule, dealing with the nurseryman's right to make a substitution without prior consent, Mr. Horton pointed out that this can be done, at the end of a shipping season when it is necessary to get plants transported in time for proper planting. He advised that, when such a substitution is made, a tag must accompany the order indicating this fact and offering to make a refund or some other adjustment which the customer may desire if the plant is not acceptable.

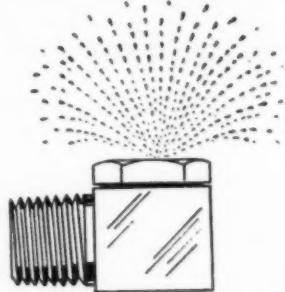
Rule No. 4, on size and grade designations, is still not satisfactory, according to Mr. Horton. He believes it should be made more definite and absolute to provide a generally recognized standard for all concerned.

Commenting upon rule No. 7, concerning misrepresentation as to character of business, Mr. Horton emphasized that while it is permissible to use the words "nursery" or "nurserymen" in the name of a company which may not actually grow or propagate its own stock, care should be exercised in such cases to make sure that such a firm, in its collateral advertising, makes no claims that it propagates or grows or has growing fields.

On the subject of guarantees, dealt with in rule No. 8, Mr. Horton cautioned that nurserymen wishing to use a guarantee should specifically state its nature and extent, as the use of the word "guarantee" alone is not sufficient and is not in compliance with the rules.

In regard to rule No. 17, which refers to the use of lottery schemes, Mr. Horton cited federal regulations which state that a legal lottery must include a game of chance, a prize and a consideration. In response to a question, he stated that federal regulations would be superseded by those on the local, municipal or state level.

On the subject of rule 20, concerning unlawful discrimination, Mr.



DID YOU KNOW?

You can have a complete propagation system for sixteen cents per square foot.

Mist-O-Gation, Inc., after six years' practical experience in the use of fog, now offers a complete misting system, designed to cover 1764 sq. ft. (nozzle spacing 5 ft. 3 in. square), at a cost of only

\$275.00

Includes all pipe cut to size and threaded, nozzles, fittings and timing/cycling equipment. Complete list of materials and layout on request.

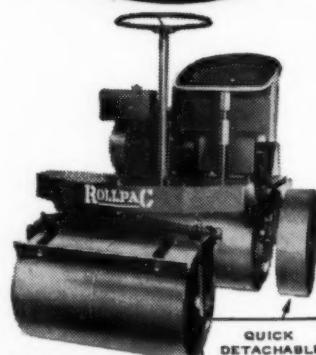
Trial order— 5 nozzles, postpaid... \$ 5.00
12 nozzles, postpaid... 11.00
100—80c each, 500—65c each, postpaid.
Check with order, please.

Mist-O-Gation, Inc.

R. D. 2. MIDDLETOWN, DEL.

Mention The American Nurseryman when you write.

THE
ROLLPAC



QUICK
DETACHABLE
EDGER WHEEL,
OPTIONAL

\$895.00

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Horton remarked that it probably would not have much application to the nursery industry, but that it might be applied in case one did not grant similar terms of sale to all customers, or if one should grant special terms of sale to a favorite customer. It might also apply in regard to advertising allowances, should the nurseryman not afford all competitors the same opportunity.

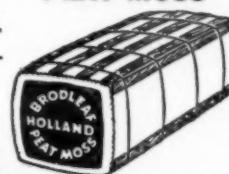
"PERENNIAL BANKING"

N. William Knight, vice-president and public relations officer of the Manchester Trust Co., Manchester, Conn., discussed "Perennial Banking" at the Connecticut nurserymen's short course held recently. Mr. Knight introduced his remarks by saying that public relations in banks was unheard of 10 years ago, but that, fundamentally, all businesses have public relations, either good or bad, and that bankers today are continually probing the questions of what makes the public choose one bank over another in the same area. The answer to this question is thought to be in the area of the way people are treated. He said that the job of the public relations officer today is one of education, in taking the banking story to the public, to

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show how banking governs the nation's economy, how it fits into people's lives and how it can be of service to them. The speaker also pointed out that, without the financial backing provided by the nation's strong banking system, it would be impossible for the country to lead the world in wealth and production, which are two of the essentials in giving this nation the highest standard of living ever attained.

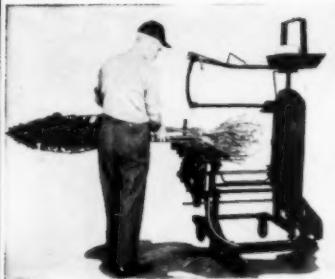
Mr. Knight explained the dual system of banking, including federal-

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chartered banks, known as national banks; state-chartered banks, known as state banks, and trust companies, or mutual savings banks, indicating the essence of free enterprise and providing the competitive impetus to keep pace with other industries. He told of the functions of banking, including handling deposits, investing funds, cashing checks, making loans (the interest from which is the bank's main source of income), renting safe deposit boxes, clearing

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checks, assisting governments in banking procedures and the paying of bills, issuing United States savings bonds, clearing and circulating coins and currency, transferring money to other parts of the world, caring for trust funds and other related functions.

He also described the Charga-plate service handled by his bank for 65 stores and businesses, one of which is a nursery establishment. This service is available the full time the member establishments are open for business and includes all the details of checking credit, billing and collecting.

Mr. Knight remarked that choosing a bank can be compared to choosing a doctor; the customer wants a bank that is solid and progressive, as well as one that has depth and personality. A bank should not be merely a financial vending machine.

Cites Association Advantage

In speaking more directly of the nursery business, Mr. Knight stated that the constitution and bylaws of the Connecticut Nurserymen's Association are a basic precept that all members of the C. N. A. will recognize as their best defense against competition. He said that the trade organization is invaluable, both at the local and national level, for the advantages in the pooling of ideas.

Mr. Knight suggested several ways to bring increased recognition to the nursery association. One was to have an association representative go into the public schools, particularly at the secondary level, to explain the organization and to offer its services, but making sure there is no individual firm advertising. A national survey has noted that within five years, 80 per cent of the girls now in high school will be housewives—potential customers. Mr. Knight briefly described the growing room in the recently completed Manchester high school and said that a horticultural course will be offered there soon. Mr. Knight also suggested that the C. N. A. might adopt and use a seal which members could display on letterheads and wrappings and in decals on windows and equipment. He also noted that the associate membership list might be enlarged and that interrelated businesses could be included in developing the association's membership list. He encouraged the nurserymen to use their banks and bankers more; their advice and assistance in matters of business management are free.

It was suggested that nurserymen



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take advantage of "Operation Home Improvement," which has been extended through 1957. Another way the nurseryman's banker can be of assistance is to help the nurseryman to borrow on accounts receivable, or if excess funds accumulate, to invest them properly. Mr. Knight noted that one of the biggest problems of business today is succession management, lack of which accounts for many small business failures.

The speaker advised the nurserymen to be alert to bidding on all published landscaping projects for schools, industrial parks, towns and highways. He believed there is a worth in having one's firm represented in a list of bidders, even though one does not always receive the award.

Mr. Knight concluded his talk by saying that, as the nurserymen and their association continue to publicize their activities and to seek new avenues and sources for using their nursery products, there is no doubt of the industry's future progress.

PURCHASE of a 249-acre farm at Grass Lake, Mich., has been announced by Beutler's Evergreen Acres, Chelsea, Mich. Planting of Christmas tree stock on the property will begin this spring.



Credentials:

Mr. Walter Dempsey has resided in the New England area all his life and has, over a period of years, established himself as a top-flight greenhouse engineer and designer. He is therefore fully qualified to offer assistance and counsel in all greenhouse matters.

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TEXAS GROUPS MEET

Grady Brown, Jr., president of the Nursery & Landscape Association of Dallas, presided at the joint meeting of the Dallas group and the Tarrant County Association of Nurserymen February 12, at the Dallas Federal Savings & Loan Association auditorium.

Mr. Brown introduced the principal speaker, B. J. Chapin, marketing manager of the southern plant food division of Swift & Co. Mr. Chapin outlined the increasing sales potential of gardening stock and supplies, discussed changing retail buying habits and offered sales and promotion tips to the nurserymen. Mr. Chapin showed slides of attractive displays, maintaining that goods

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- 3 different size lines for different uses and jobs.

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A Complete Line of Truck Farm Containers
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well displayed are half sold. He added that well-designed displays create impulse sales.

Mr. Chapin pointed out that 40 per cent of American families with home grounds still do not use plant food. Two out of five families use insecticides, and one out of seven uses weed killers.

During the business part of the meeting, the N. L. A. D. adopted the proposal of its public relations chairman, Don West, to offer trees for a "celebrity park" as part of a Dallas beautification campaign.

CLUB ROOM BUILDS SALES

Norman Nursery & Flower Shop, Phoenix, Ariz., has found the meeting room, equipped with sound projector, which it added to its main office in an expansion program last fall, a valuable business asset.

When the meeting room was completed, the nursery invited garden clubs within a 25-mile radius of the city to make use of the facilities whenever they wished. During the week of February 11 eight organizations accepted the invitation. Almost 200 persons viewed the program which the nursery offers, consisting of a motion picture on roses and a question and answer session led by W. H. Norman, Jr., the vice-president and general manager of the nursery. Refreshments were served.

Many of those who attended meetings during this week had not been regular customers, but have since returned to make purchases.

SURVEY OF PRODUCTION

During December, 1956, the crop reporting board of the United States Department of Agriculture mailed 6,000 questionnaires to nursery establishments in California, Colorado, Iowa, Illinois and Florida to begin a new program of crop reports for horticultural specialties. Initially the program is to cover the following selected classes of nursery products: Conifers, broad-leaved evergreens, deciduous shade trees, deciduous shrubs, rose plants, deciduous fruit and nut trees, grapevines and citrus and subtropical fruit trees.

It is planned to collect, for each of these classes of nursery products, yearly information on quantities sold and value of sales for the previous year. Producers are also being asked to estimate their inventory of plants on hand at the beginning of each year and the number available for sale during the following 12 months. Estimates will relate only to com-

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mercial producers. A commercial producer is defined as one who produced and sold nursery products worth \$1,000 or more during the previous year.

Initially the nursery product surveys are being conducted in five states in order to ascertain the problems and work out procedures to handle these problems in a satisfactory manner. It is hoped that the pilot surveys will enable the department to develop a uniform method of collecting and compiling nursery product statistics for all states.

Pilot Survey

Approximately 60 per cent of the nurseries in the five pilot states have returned the December inquiry requesting information on the size and nature of each firm's operations. Even though some nurseries do not grow any of the nursery stock they offer for sale, it is important that they return this inquiry to enable the department to establish accurate mailing lists. Producers who report less than \$1,000 of nursery products produced and sold are being eliminated from the department's mailing lists. Nurseries that purchase all of their stock for retail sale are also being eliminated. Growers who report that their entire production con-



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sists of lining-out stock or other ornamentals and small fruit plants not covered in the present program are being maintained in a separate file of producers for future reference. These will receive no further inquiries in 1957.

The success of the new program on nursery products will be dependent upon the cooperation the department receives from each commercial producer, regardless of the size of operation. All individual reports are confidential and will not be revealed to any other agency within or outside the Department of Agriculture. Producers who fail to respond to the mailed inquiries will delay the development of statistical reports and increase the cost of collecting the information.

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DeLUXE MODEL

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QUICK
INTERCHANGEABLE
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The Ideal Tool . . .

for cleaning lawns,
rock gardens,
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◆ ◆ ◆ many users say they just
CAN'T BEAT FOR SWEEPING LEAVES

The long, flexible coil spring teeth follow every bump in the ground, getting off the debris as so many human fingers. Sweep with a flip with the wind. The coil spring teeth tend to throw the accumulated load along. Does not clog with trash as ordinary rakes do.



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You need them in your work:
Your lawn and garden customers need them too.

Potential users: Nurserymen, gardeners, landscape gardeners, farmers, golf courses, country clubs, recreation grounds, parks, cemeteries, zoos, homes, etc. Sell them to your customers.

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Night	300	300	The Doctor	200
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plant production in PLANTAINERS is the scientific answer to crystal balls, talismans, amulets, etc. Profit-making nurserymen who have adopted **planned plant production** in PLANTAINERS are already reaping the benefits of increased profits and decreased costs through proven performances with PLANTAINERS. History is not in the making—it's been made. Lord Byron said it best: "The best of

prophets of the future is the past." Resolve **now** to investigate **planned plant production** in PLANTAINERS. Eliminate guesswork and reduce costs. Be a prophet and profit. Write:

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